

# ANNUAL REPORT 2004





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LOUISIANA OFFICE OF  
LIEUTENANT GOVERNOR

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DEPARTMENT OF CULTURE,  
RECREATION AND TOURISM

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*Annual Report 2004*



## FROM THE LIEUTENANT GOVERNOR

**ON THE COVER:**

Lt. Gov. Mitch Landrieu and the Department of Culture, Recreation and Tourism commissioned Terrance Osborne to create the piece of art found on the cover of this annual report.

Osborne was asked to portray his interpretation of the Lieutenant Governor's vision of Louisiana as a leader of the New South, and he has captured the special feel of Louisiana's cultural economy with this colorful and festive portrayal of our architecture, our music, our people and our great outdoors.

This piece, called "The New South," will become the signature work of the Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism. The original artwork is acrylic on wood and is pieced together to form a three-dimensional, 9-foot collage relief.

Terrance Osborne, a recent recipient of Gambit's "Forty Under Forty" award, graduated from Xavier University with a B.A. in Fine Arts. He has exhibited at the New Orleans Jazz and Heritage Festival's Congo Square for the past seven years and has had countless exhibitions in and around the New Orleans area, including: the set of MTV's *Real World New Orleans*, Sutton Galleries, New Orleans Museum of Art and the African American Museum of Art.

*Dear fellow Louisianans,*



**T**hank you for the confidence and support you have placed in my administration. As you will see in this annual report, 2004 was an exciting year for the Office of Lieutenant Governor and the Department of Culture, Recreation and Tourism.

During the past 12 months we have worked hard to find ways we can add economic value to Louisiana's cultural assets. New statistical research is helping us strengthen our advertising campaigns in existing tourism markets and we are always exploring new markets to keep expanding this important industry for Louisiana's economy. And, under Secretary Angele Davis we have begun to build a stronger Department of Culture, Recreation and Tourism that is efficient and accountable to the people of Louisiana.

As you review this annual report, you will see that we have accomplished a great deal in our first year. We are proud to represent the ideas, dreams and wishes of the industries we work for in the Department of

Culture, Recreation and Tourism and the hopes of the people of Louisiana who know that Louisiana is exceptional cultural and natural resources, Louisiana is raw talent, and Louisiana is world-class adventures, all wrapped into one place.

The priorities and vision outlined in the Roadmap for Change are guiding the transformation that is taking place in our department. We have forged historic partnerships with Louisiana's military; we have brought national and international leaders to Louisiana to explore ways to create economic growth through our culture; and we are reorganizing our internal operations to provide more efficiency and better accountability for the taxpayers' dollars we spend.

I'm confident that our efforts will yield positive results for communities across our state. I'm proud of the work we were able to accomplish during 2004, and I am excited about the possibilities that 2005 promises. Our diversity, our culture and our strong sense of community provide a platform for us to promote Louisiana.

America and the world will soon discover the Louisiana that we are all so proud of.

Thank you for the opportunity to serve.

Sincerely,

*Mitch*

**Mitchell J. Landrieu**  
Lieutenant Governor



**OFFICE OF LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM**

# Annual Report 2004

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This public document was published at a cost of \$5.32 per copy by the Louisiana Department of Culture, Recreation and Tourism, P.O. Box 44243, Baton Rouge, LA 70804-4243. Five thousand copies of this public document were published in the first printing at a cost of \$7,342.50. No further printings or reprintings of this document are planned. This document has been published as an aid to public planning and the State of Louisiana as a whole. This material was published and printed in accordance with the standards of printing by state agencies as established by Louisiana Revised Statute 43:31. The printing of this material was purchased in accordance with the provisions of Title 43 of the Louisiana Revised Statutes.





## FROM THE SECRETARY OF CULTURE, RECREATION AND TOURISM

*Dear fellow Louisianans,*

*"We must not only become more efficient and accountable for our investments, but also more strategic. We must invest in the necessary infrastructure to grow our stakeholders' industries."*

**ANGÈLE DAVIS,  
SECRETARY**

Department of  
Culture, Recreation & Tourism  
Post Office Box 94361  
Baton Rouge, LA 70804-9361

[www.crt.state.la.us](http://www.crt.state.la.us)

**A**s we look at Louisiana today—including the citizens we serve and our stakeholders and their industries—we like what we see. We are pleased to be here to help our citizens and visitors enjoy the incredible natural, historical and cultural assets that make up Louisiana's unique quality of life and that are so important to our economic well-being. Under the leadership of our Lieutenant Governor, we look forward to continuing to develop initiatives that enhance the quality of life for our citizens and visitors, as well as helping our stakeholders to diversify and grow their industries.

Because it is so important to understand the economic impact of our stakeholders' industries, we have engaged a consortium of universities to conduct a comprehensive study to provide us with economic information that will help guide our investment strategy—we must ensure a positive return on investment of our taxpayers' dollars. Based on existing partial economic information, we already have an idea of the significance of the economic impact our industries have on Louisiana:

- Leisure and hospitality is one of the largest employment categories in Louisiana. The Office of Tourism returns \$15 for each dollar spent in advertising placement and production. This amounts to over \$71 million in state tax revenue. This is only a part of the total impact that the travel industry has on Louisiana. All

visitors to Louisiana spent a total of \$9.4 billion in Louisiana in 2003; approximately \$600 million of that spending was for state and local taxes, and \$2 billion was for wages and salaries for the 120,000-plus people working directly in the Louisiana travel industry.<sup>1</sup>

- From 2001 to 2003 industry growth fell in the face of the national slowdown and lingering 9/11 effects. Healthy economic growth is predicted for 2005-06 in Louisiana, with large increases in the entertainment and leisure/hospitality industry because of the aging baby boomer population, its growing amounts of discretionary income and the addition of a 15th riverboat casino. The overall 2005-06 forecast calls for an estimated 40,100 new jobs created, and predictions indicate that 8,700 of those jobs will be in the entertainment, leisure and hospitality industry.<sup>2</sup>

- Visitors to state parks and historic sites spent nearly \$26 million in 1999. The impact of state parks and historic sites is \$63 million per year due to recurring operating expenditures, new construction and the indirect impact visitor spending has on the local economy.<sup>3</sup>
- Louisiana's public libraries' operating expenditures totaled over \$122 million last year. This includes \$13 million in purchasing books, periodicals and other materials, as well as \$18 million in new construction. The Office of the State Library has a tremendous influence in the coordination and maintenance of the



Secretary Angèle Davis

entire system of libraries in Louisiana.<sup>4</sup>

- The total annual economic impact of the arts in Louisiana is \$934 million. Louisiana employs more than 18,000 people in the arts with \$97 million in wages and benefits. Off-site spending by people attending arts events supported 14,447 more jobs.<sup>5</sup>

With a combined budget of \$74 million, the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor is making significant investments in tourism, parks and recreation, libraries, arts, and retirement development. We must not only become more efficient and accountable for these investments, but also more strategic. We must invest in the necessary infrastructure to grow our stakeholders' industries. Our economic impact study will be completed in the first quarter of 2005, and will be used to guide our investment strategy and to educate our stakeholders.

Last year, we told you that we would be repositioning the Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism to become a seamless organization that would lead the industries we represent by becoming more efficient, accountable and entrepreneurial. We embarked upon an intensive strategic planning process that produced a set of clear and measurable desired outcomes for 2005:



*Music is one of the prime motivators for travel in Louisiana, and an engine helping to drive the state's cultural economy.*

## 1. Expand tourism

Tourism is the second largest industry in Louisiana—a \$9.4 billion industry employing 120,000 and generating over \$600 million in state and local tax dollars. We must continue to increase our investment in tourism to grow international, convention, leisure and corporate travel.

We must also look for ways to diversify the industry and to promote extended stays for visitors by providing a better visitor experience, improving communities and enhancing the quality of life they offer residents, and increasing resultant economic benefits. In addition to investing more dollars in direct advertising and launching a newly developed domestic and international marketing and advertising campaign based on research, we will also be investing in and facilitating the development of eco-cultural and heritage tourism as a means to further grow the industry.



## OUR 7 STRATEGIC OBJECTIVES FOR 2005

1. Expand tourism
2. Develop Louisiana's cultural economy
3. Broaden recognition of Louisiana as the Sportsman's Paradise
4. Broaden recognition of Louisiana as a premier family recreation destination
5. Expand Louisiana's role as a retirement destination
6. Improve the education of Louisianans
7. Create a high-performing organization

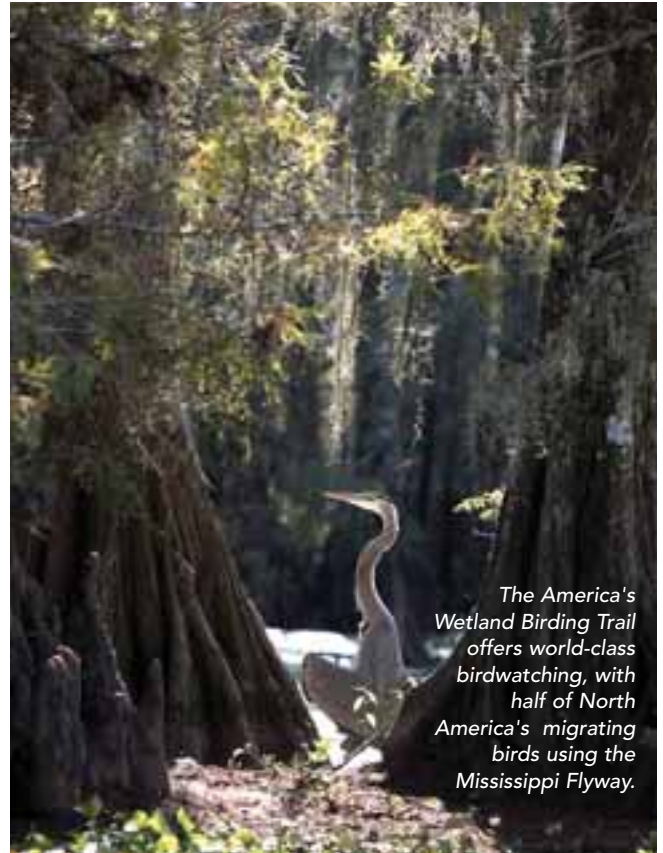




*We must look for ways to diversify the tourism industry and to promote extended stays for visitors by providing a better visitor experience, improving communities and enhancing the quality of life they offer residents, and increasing resultant economic benefits.*

With strategic investments in developing ecological and heritage tourism, we will continue to grow an important segment of Louisiana tourism. Our Mississippi River Road Commission, Atchafalaya Trace Commission, Louisiana Byways Program, "A Place Called America's Wetland" initiatives and Louisiana African American Heritage Trail are extremely important components of our vision to brand Louisiana as the pre-eminent heritage and eco-tourism destination in the world:

- We recently expanded the Mississippi River Road Commission from nine parishes to include all 18 parishes surrounding the Mississippi River region. With an interpretative loop program already in place for the southern region, we are poised to complete an interpretative component for the northern region. This will better position the commission to take advantage of broader initiatives, including National Scenic Byway designation.
- The Atchafalaya Trace Heritage Area is an extremely important part of our vision to brand Louisiana as the pre-eminent heritage and eco-tourism destination in the world. This area is a cultural and historical jewel, a place that represents Louisiana's rich heritage and diversity. We continue to seek to establish the Atchafalaya National Heritage Area, encompassing 13 parishes in and around the Atchafalaya Basin Swamp. Being designated a National Heritage Area would give the State of Louisiana access to federal dollars to help promote and preserve the natural, cultural and historic assets of the



*The America's Wetland Birding Trail offers world-class birdwatching, with half of North America's migrating birds using the Mississippi Flyway.*

Atchafalaya area.

- The Louisiana Byways Program was created to heighten awareness of Louisiana's intrinsic cultural, historical, archeological, recreational, natural and scenic resources that collectively enhance the overall travel experience along Louisiana's scenic byways. The LBP is a federal-state partnership that includes the Louisiana Department of Transportation and Development, the Federal Highway Administration, and the Department of Culture, Recreation and Tourism, which acts as the lead agency. This program establishes a process to integrate growth management, economic development, and transportation investments, including infrastructure development.
- We have already completed the planning phase of Louisiana's African American Heritage Trail. This will not only provide

valuable heritage tourism infrastructure, it will also leverage Louisiana's status as the No. 1 destination for African American tourists.

- We continue to promote eco-cultural tourism, defined as responsible travel to natural areas that conserves the environment and sustains the well-being of local people, through the development and launch of "A Place Called America's Wetland" and America's Wetland Birding and Biking Trails. Nearly half of all U.S. families who vacationed somewhere in the years 1999 or 2000 chose to experience nature-based activities as part of their vacations.<sup>6</sup>

## 2. Develop Louisiana's cultural economy

Although we are encouraged by the growth in the tourism industry, bond rating agencies have for years told Louisiana that we must diversify our economy.

We are pleased to facilitate the development of another statewide future industry—the cultural economy. In Canada, Europe and Australia, there has been an exciting new focus on promoting the so-called "cultural economy" as a major economic force.

Countries, states and communities throughout the world have looked broadly at the importance of culture's economic contribution, and have recognized that commercial and nonprofit arts and culture enterprises are of vital economic importance in terms of employment, community empowerment, economic competitiveness, enhanced quality of life and education. While there are some elements of this activity in the United States, there has been a tendency in this country to focus more narrowly on defining arts and culture in terms of "nonprofit institutions" and to look at the economic impact of these activities in terms of spending.

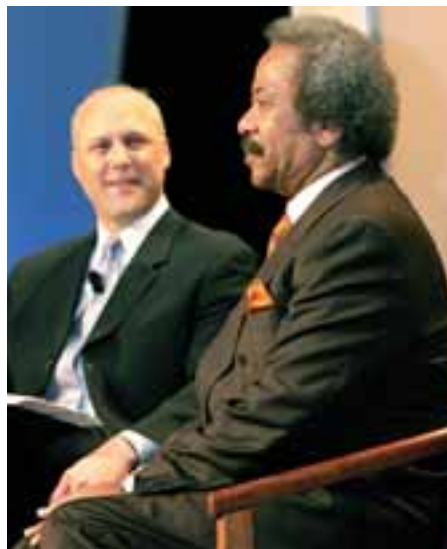
Louisiana's cultural economy is one of the most critically important components of the state's overall economy—it generates significant revenue for the state, and it is responsible for the creation of a substantial number of jobs in both the private and pub-

lic sectors. The cultural economy in the state consists of a number of key "cultural industries," including:

- Cultural institutions, museums & galleries
- Design (architecture, interior & landscape design)
- Folk & traditional art forms
- Literature and publishing
- Film and digital media
- Music
- Preservation, "main streets," & archaeology
- Theater & dance
- Visual arts, crafts, jewelry, & fashion
- Culinary arts

In December the Office of Lieutenant Governor and Department of Cultural, Recreation and Tourism hosted Louisiana's first annual Cultural Economy Conference, where national experts joined leaders in arts, culture, business, economic and work force development, and academia to discuss how to structure and market Louisiana's creative and cultural industries.

*Lt. Governor Mitch Landrieu interviews Louisiana music legend Allen Toussaint during a session called "Inside the Artist's Studio" at the first annual Cultural Economy Conference.*



*"I fully expect  
Louisiana's Cultural  
Economy Initiative to  
demonstrate to the  
entire Southern region  
that culture can be one  
of the most powerful  
economic drivers in a  
state's economy."*

—JIM CLINTON,  
EXECUTIVE DIRECTOR,  
SOUTHERN GROWTH  
POLICIES BOARD





## LOUISIANA'S AUDUBON GOLF TRAIL

### Audubon Park Executive Golf Club

New Orleans

504.212.5290

### Calvert Crossing Golf Club

Monroe

318.397.9191

### Carter Plantation Golf Club

Springfield

225.294.9855

### Cypress Bend Resort

Many

888.256.4366

### Gray Plantation

Lake Charles

337.562.1663

The Island

Plaquemine

225.685.0808, ext. 6

### OakWing Golf Club

Alexandria

318.561.0260

### Olde Oaks Golf Club

Shreveport/Bossier City

318.742.0333

### Tamahka Trails Golf Club

Marksville

318.240.6300

### Tournament Players

Club of Louisiana

New Orleans

866.NOLA.TPC

During the conference, more than 1,100 attendees delved into developing strategies and fresh ideas to create a new sector of the state's economy.

### 3. Broaden recognition of Louisiana as the Sportsman's Paradise

Sports event travel continues to grow in popularity. Research conducted by TIA in May 1999 showed that two-fifths of U.S. adults are sports event travelers. Even though baseball leads as the most preferred sports event during travel, golf travel and vacations are still on the rise.<sup>7</sup> For travel agents and tour operators specializing in this niche, sales and revenues continued to grow in 2000. National Golf Foundation figures show that an estimated 26 million Americans play golf, spending in excess of \$24 billion annually. Louisiana is poised to take advantage of these growing trends and to position itself as the nation's Sportsman's Paradise:

- According to the National Association of State Park Directors, visitors from around the world came to state parks in record numbers in 2000—more than 766 million visits occurred in the 4,710 areas operated by America's state park agencies.
- Nearly 78 million Americans participated in recreational boating in 1999, according to the National Marine Manufacturers Association. Currently, recreational boating is the seventh largest outdoor hobby in the country. Americans spend approximately \$23 billion on boating and boating activities.
- Fishing continues to be the most favored form of activity while using a boat. Recreational fishing is an immensely powerful part of our economy, creating nearly 1.2 million jobs nationwide. The 1996 United States Fish and Wildlife Service National Survey of Fishing, Hunting and Wildlife Associated Recreation indicated that annual spending by America's 35.2 million adult anglers amounted to \$37.8 billion.

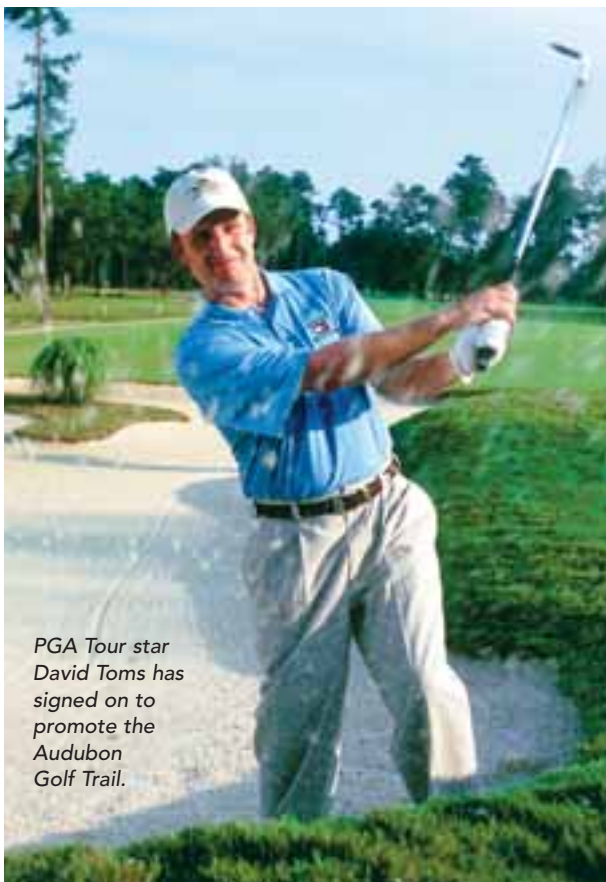
The Audubon Golf Trail, comprised of nine wonderful golf courses, encourages visitors to come for premier golf and stay for Louisiana's rich culture, its soulful jazz, spicy cajun and creole cuisines, scenic bayous, and sportsman opportunities.

Starting with six charter courses in 2001, the Audubon Golf Trail grew to nine courses for 2004. Added in 2004 were OakWing in Alexandria, Carter Plantation in Springfield and the TPC of Louisiana in New Orleans. The six other member courses include Gray Plantation in Lake Charles, Cypress Bend in Many, Olde Oaks in Shreveport, Calvert Crossing in Marksville and The Island in Plaquemine. For 2005, the newly renovated Audubon Park Executive Golf Club in historic New Orleans will join the Trail, bringing the total to 10 courses.

Courses of the Audubon Golf Trail received wonderful recognition this year. Opened in April 2004, the TPC of Louisiana will host Louisiana's only PGA Tour event in 2005, the New Orleans Zurich Classic. Designed by renowned architect Pete Dye, the TPC of Louisiana has recently been voted the No. 4 Best New Course in the nation by *Golf Digest* magazine.

Carter Plantation, designed by 2001 PGA Champion and Louisiana native David Toms, was voted among the Top 10 Best New Courses by *Golf Magazine* in 2004, and Gray Plantation was voted No. 3 in the nation in *Golf Magazine's* top 50 courses with greens fees under \$50 in 2004. This marks continued recognition for this fine golf course, which was voted No. 3 on a list of the nation's best new courses by *Golf Digest* in 2001.

The AGT conducted a comprehensive media campaign to increase brand awareness of the trail. Included are television, print, online sweepstakes, packaging agent tie-ins, outdoor, golf trade show representation, and civic group awareness programs. Additionally, golf writer Fam trips securing written articles in various publications were hosted throughout the year. The Audubon Golf Trail was or will be featured in such publications as *Golf Digest*, *Golf Magazine*,



PGA Tour star David Toms has signed on to promote the Audubon Golf Trail.

*Golf for Women*, *Robb Report*, *Men's Journal*, *travelgolf.com*, *Golf Tips*, and *PubLinks*, as well as the *Baton Rouge Advocate* and the *New Orleans Times-Picayune*. Additionally, 30-minute television shows including the Golf Channel's "Drive, Chip, and Putt" junior golf competition; "Great Golf Destinations" for Discover HD Theater and iNDemand Network; and "Parcours de Reve" ("Fairways to Paradise") of Quebec, Canada, all featured the Audubon Golf Trail.

Adding to the marketing strategy for 2005, the Audubon Golf Trail is very excited to have secured the endorsement of PGA Tour player David Toms for use in our print, TV, Web page, and brochure promotions. A native of Shreveport, Toms is very supportive of the Audubon Golf Trail and his associ-

ation will elevate the brand recognition.

At a time when national rounds of golf played were decreasing, Louisiana's Audubon Golf Trail proudly reported a 7.3% increase in rounds played between 2002 and 2003. With reports for 2004 showing that national rounds are flat for 2004, rounds played at AGT courses remain consistent with national trends.

#### 4. Broaden recognition of Louisiana as a premier family recreation destination

In 1999, family travel accounted for 72% of all vacation trips taken by U.S. residents. In all, 86.7 million adults took a family vacation 100 miles or more away from home. Parents generally took their children with them on family trips (73%), with travel parties with children including one's own children (79%) as well as grand children (13%) and other children (19%).

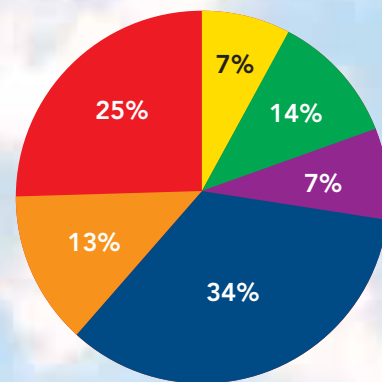
Recent focus groups conducted in two major Louisiana domestic markets revealed that consumers did not readily identify Louisiana as a family destination market; however, it was determined that top candidates for travel in Louisiana are families, senior citizens, African- and Hispanic-Americans and golfers. Louisiana is poised to become a family destination market and we have already begun to refocus our advertising and marketing messages to reflect such.

#### 5. Expand Louisiana's role as a retirement destination

According to TIA's *Mature Traveler* (55+), 2000 Edition, the demographic profile of mature travelers has shifted dramatically over the past five years. Mature travel-



### DEPARTMENT OF CULTURE, RECREATION AND TOURISM FINAL APPROVED BUDGET BY AGENCY FISCAL YEAR 2003-2004

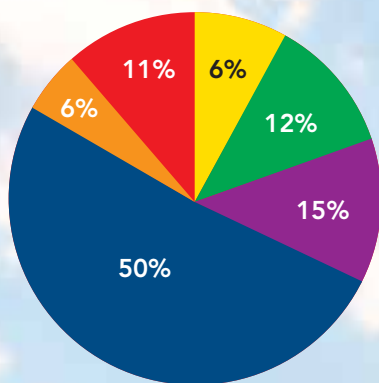


|                                      |              |
|--------------------------------------|--------------|
| Office of the Secretary . . .        | \$5,078,276  |
| Office of State Library . . .        | \$9,552,697  |
| Office of State Museum . . .         | \$4,868,246  |
| Office of State Parks . . .          | \$22,945,828 |
| Office of Cultural Development . . . | \$8,594,366  |
| Office of Tourism . . .              | \$17,258,017 |

**TOTAL BUDGET \$68,297,430**



DEPARTMENT OF CULTURE,  
RECREATION AND TOURISM  
TABLE OF ORGANIZATION BY AGENCY  
FISCAL YEAR 2003-2004



|                                |     |
|--------------------------------|-----|
| Office of the Secretary        | 43  |
| Office of State Library        | 81  |
| Office of State Museum         | 101 |
| Office of State Parks          | 351 |
| Office of Cultural Development | 38  |
| Office of Tourism              | 76  |

DEPARTMENT TOTAL 690

ers who have college degrees and annual household incomes of at least \$75,000 take many more trips and are more technology savvy.

The study found mature travelers account for 31% of all domestic trips, a figure that rivals the 45% taken by baby boomers. The study also found 76% of all mature travel is for leisure. Shopping is the favorite activity on mature trips, while other preferred activity includes visiting historical places or museums, attending cultural events or festivals, gambling, and outdoor activities. Louisiana Office of Tourism and the Retirement Development Commission will seek to develop a comprehensive strategy to grow Louisiana as a premier retirement destination.

#### 6. Improve the education of Louisianans

The State Library of Louisiana is strategically positioned to leverage its resources and assets to help improve the education of our citizens. The State Library provides an annual grant program of \$1.5 million, distributed to individual public libraries throughout Louisiana. The funds enhance public library service by the addition or replacement of public access computers providing Internet access and licensed electronic informational databases to every Louisiana citizen. The Library also coordinates a statewide summer reading program to promote reading and reinforce reading skills when children are out of school. In 2004, 104,000 children registered for the program.

In 2005, the Library will also launch a new initiative targeting Louisiana children under the age of five. It is estimated that there are 317,000 children in this age group, and 29% live below the poverty level. Also, by developing public-private partnerships, such as with the Bill and Melinda Gates Foundation "Staying Connected" Grant, we will facilitate the much-needed replacement of public-use PC's and telecommunications hardware for every public library in the state.

#### 7. Create a high-performing organization

The Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor has embarked upon a Transformation Project that has allowed us to build upon the solid foundation and ground-work laid by our predecessors, while also exploring opportunities for continued diversification and economic growth. The plan addresses the following key objectives:

- Build a performance management system
- Create a high-performance culture that fosters partnerships and innovations
- Strengthen departmental leadership and management by preparing for action and accountability
- Use budgeting for outcomes to translate strategic goals and objectives into funding practices

To summarize, we have recovered from the economic impact of 9/11 and anticipate growing tourism from a \$9.4 billion industry and 120,000 jobs to a \$10 billion industry and 127,000 jobs in 2005. We are incubating a new industry and new businesses with our cultural economy initiative. We are targeting emerging growth areas with our new tourism programs. We will focus on improving the education of Louisiana citizens with innovative learning programs. We will broaden recognition of Louisiana as the Sportsman's Paradise, a premier family recreation destination, and a premier retirement destination. And we will become a more accountable and efficient organization.

I am encouraged to be a part of an organization that is doing so well ... and I am proud to be a partner to the industries that will continue to diversify our economy and encourage the unique quality of life that we can only get here in Louisiana—truly a great place to live, work and play.

Sincerely,

Angèle Davis

Secretary, Department of Culture,  
Recreation and Tourism



## DEPARTMENT OF CULTURE, RECREATION AND TOURISM FINAL APPROVED BUDGET FISCAL YEAR 2003-2004

### MEANS OF FINANCING

|                       |              |
|-----------------------|--------------|
| State General Fund    | \$43,404,742 |
| Interagency Transfers | 817,877      |
| Self-Generated        | 16,988,496   |
| Statutory Dedications | 159,000      |
| Federal Funds         | 6,927,315    |

**TOTAL MEANS  
OF FINANCING** .68,297,430

### EXPENDITURES

|                    |            |
|--------------------|------------|
| Salaries           | 18,917,014 |
| Other Compensation | 2,267,265  |
| Related Benefits   | 5,577,395  |

**TOTAL PERSONAL SERVICES** 26,761,674

|                    |           |
|--------------------|-----------|
| Travel             | 403,446   |
| Operating Services | 8,393,737 |
| Supplies           | 2,264,660 |

**TOTAL OPERATING EXPENSES** .11,061,843

|                       |            |
|-----------------------|------------|
| Professional Services | 8,059,007  |
| Other Charges         | 15,860,679 |
| Interagency Transfers | 3,216,475  |

**TOTAL OTHER CHARGES** .19,077,154

|               |           |
|---------------|-----------|
| Acquisitions  | 2,846,077 |
| Major Repairs | 491,675   |

**TOTAL ACQUISITIONS  
& MAJOR REPAIRS** .3,337,752

**TOTAL EXPENDITURES** .68,297,430

### AUTHORIZED POSITIONS

|              |     |
|--------------|-----|
| Classified   | 679 |
| Unclassified | 11  |

**TOTAL AUTHORIZED POSITIONS** .690

## OFFICE OF THE LIEUTENANT GOVERNOR FINAL APPROVED BUDGET FISCAL YEAR 2003-2004

### MEANS OF FINANCING

|                       |             |
|-----------------------|-------------|
| State General Fund    | \$1,366,931 |
| Interagency Transfers | 615,058     |
| Federal Funds         | 4,328,330   |

**TOTAL MEANS  
OF FINANCING** .6,310,319

### EXPENDITURES

|                    |         |
|--------------------|---------|
| Salaries           | 464,230 |
| Other Compensation | 21,821  |
| Related Benefits   | 116,668 |

**TOTAL PERSONAL SERVICES** .602,719

|                    |        |
|--------------------|--------|
| Travel             | 28,677 |
| Operating Services | 52,320 |
| Supplies           | 15,183 |

**TOTAL OPERATING EXPENSES** .96,180

|                       |           |
|-----------------------|-----------|
| Professional Services | 150,418   |
| Other Charges         | 5,299,352 |
| Interagency Transfers | 101,143   |

**TOTAL OTHER CHARGES** .5,400,495

|               |        |
|---------------|--------|
| Acquisitions  | 60,507 |
| Major Repairs | 0      |

**TOTAL ACQUISITIONS  
& MAJOR REPAIRS** .60,507

**TOTAL EXPENDITURES** .6,310,319

### AUTHORIZED POSITIONS

|              |   |
|--------------|---|
| Classified   | 0 |
| Unclassified | 9 |

**TOTAL AUTHORIZED POSITIONS** .9



### SOURCES

<sup>1</sup> Travel Industry Association of America, TNS

<sup>2</sup> "The Louisiana Economic Outlook: 2005 and 2006," prepared by Loren C. Scott, James A. Richardson, and A.A.M. Jamal

<sup>3</sup> Applied Technology Research Corporation

<sup>4</sup> Public Libraries of Louisiana, Statistical Report, 2002

<sup>5</sup> ArtsMarket

<sup>6</sup> "Tourism Works for America," TIA, 2001

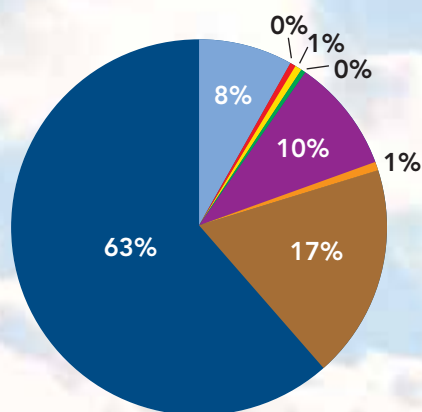
<sup>7</sup> "Tourism Works for America," TIA, 2001

## OFFICE OF THE LIEUTENANT GOVERNOR

"We come to work every day knowing that working hard, being honest, creating partnerships and remaining optimistic will yield positive results for the people of Louisiana."

—Mitch Landrieu,  
Lt. Governor

FINAL APPROVED BUDGET BY  
CATEGORY AND ACTIVITY  
FISCAL YEAR 2003-2004



|                                   |       |             |
|-----------------------------------|-------|-------------|
| Personal Services                 | ..... | \$532,722   |
| Travel                            | ..... | \$12,997    |
| Operating Services                | ..... | \$38,893    |
| Supplies                          | ..... | \$6,487     |
| Retirement Development Commission | ..... | \$642,793   |
| Interagency Transfers             | ...   | \$83,039    |
| LA Literacy                       | ..... | \$1,050,000 |
| Grants Program                    | ..... | \$3,943,388 |

**TOTAL BUDGET \$6,310,319**

The people who work in the Office of Lieutenant Governor and the Department of Culture, Recreation and Tourism remain dedicated to five important philosophies that guide us in our work each day:

- Our diversity is a strength, not a weakness.
- We must work to expand and diversify Louisiana's economy.
- We must work regionally and compete globally.
- We must add value to raw material, native talent and intellectual capital.
- We must set our goals to international standards, not the Southern average.

Lt. Governor Mitch Landrieu has built what he calls the "New South Team"—a group of young, energetic professionals who approach their job every day with a strong belief that we can have a profound role in the success of Louisiana and the lives of our citizens. The staff in the Office of Lieutenant Governor supports key initiatives of the Department of Culture, Recreation and Tourism by focusing on policy development, public advocacy, and community outreach and constituency relations.

#### Partnership with Louisiana Military

Louisiana's military is an important part of our economy, and the Office of Lieutenant Governor is proud of the new partnership between our office and Louisiana's military. This year the OLG and DCRT collected more than 25,000 pounds of non-perishable food, personal hygiene items and other goods to be sent to soldiers serving overseas. In addition, in August the Lieutenant Governor and DCRT hosted a USO-themed send-off concert at Fort Hood, Texas, for the Louisiana National Guard's 256th Infantry Brigade before their deployment to Iraq. Four thousand soldiers were invited for an afternoon of Louisiana food and music on the football field at Fort Hood Stadium.

Lt. Governor Landrieu served as master of ceremonies for "Louisiana Presents: The Salute Our Troops Live Music Concert," which was the culmination of a day-long series of events including a 5-K run, a softball tournament and a jambalaya cookout prepared by the Jambalaya Krewe in appreciation of the 256th.

The concert showcased a lineup of Louisiana talent including Rockin' Dopsie and the Zydeco Twisters, Euricka, Vince Vance & The Valiants, members of the New Orleans Saints, the New Orleans Voodoo and dance performances.

#### Louisiana Serve Commission

As we look to become a beacon of the New South, we need to make strengthening our communities, encouraging civic responsibility and expanding opportunity for all Louisianians possible.

The Louisiana Serve Commission receives funding from the Corporation for National and Community Service, which was established under the National and Community Service Trust Act of 1993. The Louisiana Serve Commission awards grants to organizations and schools that foster civic responsibility and provide educational opportunities for those who make a substantial commitment to service.

Through Americorps and Learn & Serve we currently support approximately \$1.5 million of programs in schools and communities across the state.

#### Retirement Development Commission

The mission of the Retirement Development Commission is to develop and market Louisiana as a preferred choice for retirement to pre-retiring and retired individuals in an effort retain and attract retirees while enhancing communities and improving the economic climate statewide.

The Office of Lieutenant Governor focused on developing a new strategy for Retirement Development in 2004. Elements of the strategy include:

- Conducting a review of the Retirement Development program and assessing the return on investment.
- Developing better methods for collecting, reviewing and analyzing data on retirement in Louisiana.
- Assessing each region of the state to determine assets we can use to market Louisiana to retirees—such as golf, outdoors, the arts, etc.
- Evaluating partnerships with private industry companies that market to retirees by building retirement communities. •

## LOUISIANA OFFICE OF TOURISM

*New offerings,  
new markets,  
new directions*

The Louisiana Office of Tourism, a core part of the Louisiana Department of Culture, Recreation and Tourism, is comprised of:

- A Marketing Division with Domestic Marketing, International Marketing, Conventions/Meetings, Multi-Cultural Marketing, Heritage Tourism Product Development and Communications sections.
- A Consumer Information Services Division, which includes the Consumer Inquiry and Research sections.
- The state's 12 Louisiana Welcome Centers
- An Administration Division, which includes executive management and business sections.

The office has 79 full-time employees at

its headquarters in the Louisiana State Capitol Annex and at 12 Louisiana Welcome Centers located around the state. The office's annual budget is approximately \$17 million, about two-thirds of which is spent on targeting consumers through advertising and promotional activities.

Tasks directed to the Office of Tourism by the Louisiana Legislature include:

- Promoting and working to expand tourism and the industry in the state.
- Conducting campaigns including advertising, marketing, public relations and information dissemination that is responsible and accurate.
- Representing Louisiana at travel trade shows abroad, where the state is marketed as a destination to group tour operators, travel agents and travel media abroad.



*"The Louisiana Office of Tourism promotes and markets the state as a unique and diverse destination for domestic and international travelers."*

—DARIENNE WILSON,  
ASSISTANT SECRETARY,  
OFFICE OF TOURISM



The Office of Tourism has redesigned its advertising for 2005.





*The Butte LaRose Welcome Center on I-10 has become a tourist attraction in its own right.*



MARK J. SINDLER/LOUISIANA OFFICE OF TOURISM

*In the first half of 2004, the number of people taking overnight trips in Louisiana increased 8.7%—more than doubling a 3.2% national increase during the same period.*

For a complete list of the  
Office of Tourism's Louisiana  
Welcome Centers,  
see page 37.

- Holding and sponsoring seminars, meetings and an annual conference that involve and educate the travel industry and the general public.
- Conducting familiarization tours for travel industry partners and representatives and travel media.
- Managing Louisiana's network of Welcome Centers.
- Collecting traveler profiles, compiling travel statistics, and reporting and forecasting industry trends.
- Printing and distributing an annual Louisiana Tour Guide, plus specialty brochures focusing on specific travel niches like birding and golfing.
- Maintaining an Internet-based tourist information portal ([www.louisianatravel.com](http://www.louisianatravel.com)).
- Providing advice, leadership and funding to and working in partnership with organizations—public and private, for-profit and non-profit—who have a vested interest in the travel industry.

#### State of the Industry

Tourism is on the rise in Louisiana, according to statistics from agencies including the Travel Industry Association of America, the Air Transport Association and Smith Travel Research (which surveys hotels and motels). Consider:

- In the first half of 2004, the number of people taking overnight trips in Louisiana increased 8.7%—more than doubling a 3.2% national increase during the same period.
- In the first eight months of 2004, air travel through Louisiana airports increased 6.9% statewide. Growth in specific markets ranged from 3% in Baton Rouge to 20.2% in Alexandria.
- In the first eight months of 2004, the number of hotel and motel rooms purchased increased 5.2%. Growth in specific markets ranged from 2.2% in Lafayette to 20.8% in Alexandria.
- The growth in overnight trips and hotel

and motel rooms sold ranks Louisiana in the top five in growth among Southern states.

- Statistics for Louisiana's Tax Free Shopping program—which refunds sales taxes on international visitors' retail purchases—indicate that the number of purchases made by foreign visitors and the amount of money they spent rose about 30% in the first half of 2004 compared to the same period the prior year.
- Louisiana's cruise industry continues to thrive. A recent economic impact study released by the International Council of Cruise Lines indicated that Louisiana's cruise ship industry grew by 17% in 2003 compared to the previous year.
- The Office of Tourism's \$16.5 million marketing budget ranks it in the top 10 of all state tourism agencies.

#### 2004 Recap

In recent years, the Office of Tourism has aggressively targeted visitors from Louisiana's "drive market"—large cities like Houston, Dallas, Jackson and Little Rock. Because these tourists come to Louisiana by car, the Office has made needed improvements to several Louisiana Welcome Centers:

- The creation of a new center on Interstate 49 near Alexandria. While it offers information on tourist offerings statewide, its exhibits focus on the nearby Kisatchie National Forest and its eco-tourism offerings.
- Replacement and expansion of Welcome Centers on Interstate 10 at Butte LaRose, on Interstate 59 at Pearl River and on Interstate 55 at Kentwood. The I-10 center, a joint project between the Office of Tourism and the Louisiana Department of Natural Resources, contains numerous displays on the surrounding Atchafalaya River Basin, the largest river swamp in the U.S.
- The launch of construction of a new Capitol Park Welcome Center in downtown Baton Rouge. It is adjacent to the

Pentagon Barracks and what will be known as Galvez Park and within walking distance of the Louisiana State Capitol and its garden.

In 2004, the Office of Tourism also unveiled two major tourist "trails" that focus on recruiting ecotourists and heritage travelers. The America's Wetland Birding Trail is a collection of 12 scenic loops through South Louisiana's swamps and marshes, the Cajun Prairie and the Gulf Coast—all some of the best habitat for birdwatching in North America. The Louisiana's Ancient Mounds Trail is 40 interpreted Native American mound sites in 13 northeast and central Louisiana parishes.

The Louisiana Office of Tourism had a prominent role in Lieutenant Governor Mitch Landrieu's "Salute Our Troops" program, which collected donations of goods for soldiers serving in the Middle East. Most of the 25,000 pounds of citizen-donated food, hygiene items and personal goods were collected at Louisiana's Welcome Centers around the state.



*The New Orleans Jazz and Heritage Festival draws visitors from all over the world, who enjoy the charm and music of the Big Easy.*




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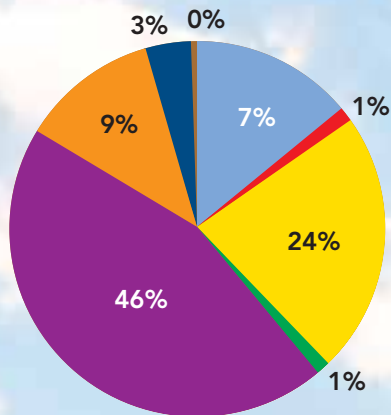
*Tourism in Louisiana is a \$9.4 billion industry that helps to sustain 120,000 jobs and generate over \$600 million in state and local tax dollars. It is Louisiana's second-largest industry behind health care.*

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LOUISIANA OFFICE OF TOURISM  
FINAL APPROVED BUDGET  
BY CATEGORY  
FISCAL YEAR 2003-2004



|                              |                  |
|------------------------------|------------------|
| Personal Services            | .....\$2,774,114 |
| Travel                       | .....\$187,304   |
| Operating Services           | .....\$4,160,659 |
| Supplies                     | .....\$171,060   |
| Professional Services        | .....\$7,760,641 |
| Other Charges                | .....\$1,593,277 |
| Interagency Transfers        | .....\$524,845   |
| Acquisitions & Major Repairs | .....\$86,117    |

**TOTAL BUDGET \$17,258,017**



*New Orleans is considered one of the fastest-growing cruise destination cities in America, home to several major cruise lines.*

The Office of Tourism also had a significant presence at Congrès Mondial Acadien, a reunion in Nova Scotia of descendants of the original Acadian colony from which Louisiana's Cajuns descended. The July 31-Aug. 15, 2004, celebration offered more than 2,000 events in 60 communities, and was the largest of its type in Nova Scotia's history. Close to 1 million people attended events and millions more witnessed the celebration through media coverage in Canada and abroad.

#### 2005 Outlook

Louisiana's tourism industry is projected to top the \$10 billion mark in 2005. In the same year, tourism employment is forecasted to rise to 127,000 jobs statewide.

The Louisiana Office of Tourism is redesigning its advertising campaign for the year 2005. Changes will be made to show Louisiana's fit with current travel trends and niches, to show Louisiana's cultural diversity, and to reflect Louisiana's designation as a great place to live, work and play.

At the same time, advertising will showcase Louisiana's unique, diverse and fun

offerings that visitors cannot find anywhere else.

In July 2004 focus groups were conducted in two major Louisiana domestic markets, Dallas and Atlanta, to determine consumer preferences in relation to the redesigned advertising campaign. We learned that top candidates for travel in Louisiana are families, senior citizens, African Americans, Hispanic Americans and golfers.

The focus groups identified enrichment, relaxation, new experiences and fun as top priorities for travelers. The new advertising campaign will target travelers who are looking for unique fun.

Additional research groups in seven major Louisiana markets—Atlanta, Mobile, Jackson, Jacksonville, Little Rock, Dallas and Houston—reviewed advertising samples reflecting the new advertising strategy to determine the most effective execution of advertising messages. Ads reflecting this new execution of the Louisiana message will begin showing up in print, on TV, and online at the state's consumer Web site, [www.louisianatravel.com](http://www.louisianatravel.com), in February 2005. •



## OFFICE OF STATE PARKS

# Natural beauty, historical treasures

**T**he Office of State Parks serves the citizens of Louisiana and visitors by preserving and interpreting natural areas of unique or exceptional scenic value. State Parks plans, develops and operates sites that provide outdoor recreation opportunities in natural surroundings, preserves and interprets historical and scientific sites of statewide importance, and administers intergovernmental programs related to outdoor recreation and trails.

Today the state boasts 19 state parks, 16 historic sites and one preservation area. In fiscal year 2004, Louisiana's State Parks welcomed 2,086,735 visitors, an increase of more than 22,000 over the previous year. The increase is due in large part to ongoing efforts to expand and improve facilities. Our hope by the end of fiscal year 2005 is to increase annual visitation to at least 2,130,000.

The most recent economic impact study, conducted in 1998 by Applied

Technology, indicates Louisiana's State Parks offer an economic impact of \$63,787,050 per year.

As noted in the Roadmap for Change, Louisiana should seek the highest standards of excellence. Ongoing projects and future plans for facilities put Louisiana's State Parks among the nation's best.

The nationally distributed Camping & RV magazine recognized five Louisiana sites in a listing of "America's Top 100 Campgrounds" from evaluations of more than 3,000 properties across the nation. Louisiana locations selected among the nation's best were Bayou Segnette State Park in Westwego, Lake D'Arbonne State Park in Farmerville, Lake Fausse Pointe State Park in St. Martinville, North Toledo Bend State Park in Zwolle and Tickfaw State Park in Springfield. Rankings were based on evaluations by park rangers, regional park managers and campers on such criteria as edu-



*"More than 2 million  
people visited Office  
of State Parks  
facilities in the fiscal  
year 2003-04."*

—STUART JOHNSON,  
ASSISTANT SECRETARY,  
OFFICE OF STATE PARKS



Lake Bruin State Park



Camping & RV magazine recognized five Louisiana sites in a listing of "America's Top 100 Campgrounds" from evaluations of more than 3,000 properties across the nation. Louisiana locations selected among the nation's best were Bayou Segnette, Lake D'Arbonne, Lake Fausse Pointe, North Toledo Bend and Tickfaw State Parks.



cational programming, park and camping amenities, visitor centers, location, stunning outdoor scenery and overall programming and structure conducive to family vacationing needs.

#### Key projects

Projects in the 2003-04 period included new cabins at Cypremort State Park in St. Mary Parish. The \$2 million project provided six new, two-bedroom cabins that include full kitchen and bathroom facilities and wrap-around deck areas. Cabin users have access to boat docking facilities adjacent to the cabin area, and one cabin includes elevator access and is compliant with the Americans with Disabilities Act. The property also includes five boat docks and a newly constructed fish cleaning station.

In November, South Toledo Bend State Park officially opened its gates. The \$8.5 million project in Sabine Parish is built on a 700-acre site, rich with rolling hills, multiple trails and breathtaking scenery. The park sits on the Toledo Bend Reservoir, known for its rich supply of bass, bream and white perch fishing. Nineteen two-bedroom lake-side cabins, 55 recreational vehicle campsites and five tent sites are among the

amenities, which also include an overnight beach area, boat launch and visitor center with meeting room availability.

New construction was also a highlight for State Parks in 2004. Fontainebleau State Park in St. Tammany Parish broke ground for and began construction of 15 new cabins, a visitor center with exhibits, a swimming pool and continued beach restoration efforts. The \$8.9 million project has an estimated completion date of fall 2005. The unique new cabins will sit elevated within Lake Pontchartrain, which features miles of sand and beach. This new phase for Fontainebleau is also the result of partnership efforts between the Office of State Parks and the Pontchartrain Basin Foundation, which was largely responsible for the clean-up of Lake Pontchartrain.

Construction projects are also under way at several other state parks. Older cabins at Chicot State Park near Ville Platte have been removed to make way for the construction of 15 new cabins, a \$3.8 million project. And work is under way at Palmetto Island State park on the Vermilion River between Abbeville and Intracoastal City. Palmetto Island State Park will be a full-fledged 1,299-acre facility. Amenities at the site will include a visitor/nature center,



15 two-bedroom cabins, a group camp/meeting lodge, 75 campsites, four picnic pavilions and numerous picnic sites, a playground, a swimming pool, three comfort stations, a boat launch, a canoe launch and trail and a hiking trail. The \$12.8 million project is expected to open in the fall of 2005.

Planning is also under way for new additions at Sam Houston Jones State Park near Lake Charles. The \$5.8 million project includes 12 new cabins, a group camp, visitor center and pool complex.

Construction documents are being prepared for Poverty Point Reservoir State Park in Richland Parish. Plans call for recreational vehicle camping, eight additional cabins, a water playground, bathhouse and trails at an estimated cost of \$4.3 million.

Plans are also under way for 10 new cabins at Bayou Segnette State Park in Westwego. The \$5 million project includes a pedestrian bridge to the cabin area, a half-mile of elevated boardwalk and a group pavilion with interpretive exhibits.

Chemin-A-Haut State Park in Bastrop is also planned for expansion. The extensive project at this location is valued at \$5.3 million.

#### **Acclaim for historic sites**

State historic sites earned significant acclaim during 2004. Rosedown Plantation State Historic Site in West Feliciana Parish has been approved for National Landmark Status. This designation is the highest honor bestowed on properties of great significance by the United States Department of



*Rosedown Plantation State Historic Site*

the Interior. Rosedown Plantation was built in the 1830s and features 13 historic buildings and 371 remaining acres of the original plantation, including an impressive formal garden.

Fort Pike State Historic Site, a pre-Civil War masonry fort completed in 1826, was designed to withstand attack from land or sea. It gained historic significance from its use during the Seminole Wars in the 1830s, the Mexican War of the 1840s and Union occupation in 1861 and 1862. It stands as a fascinating chapter in Louisiana history and in 1972 was placed on the National Register of Historic Places.

The Office of State Parks continues efforts to maintain Fort Pike's structure as a testament of things past. In 2004, State Parks completed survey work and schematic designs for fort stabilization and dock



*Rosedown Plantation  
State Historic Site in  
West Feliciana Parish  
has been approved  
for National  
Landmark Status.  
This designation is  
the highest honor  
bestowed on proper-  
ties of great signifi-  
cance by the United  
States Department  
of the Interior.*





#### WHAT'S AHEAD:

##### **Louisiana State Arboretum, Evangeline Parish**

*Development of new visitor center, trails and interpretive facilities, \$2,585,000 project*

##### **Tunica Hills State Preservation Area, West Feliciana Parish**

*Acquisition of 516 acres and development of plans for new facility, \$7,465,000 project*

##### **Palmetto Island SP, Vermilion Parish**

*Construction under way for new state park, \$12.25 million project*

##### **Sam Houston Jones SP, Calcasieu Parish**

*Planning under way for 12 new cabins, group camp, visitor center and pool complex, \$5.8 million project*

##### **Bogue Chitto SP, Washington Parish**

*Construction to begin summer 2005 for new state park, \$13 million project*

##### **Fontainebleau SP, St. Tammany Parish**

*15 new cabins, visitor center, swimming pool and beach restoration, completion fall 2005, \$8.94 million project*

*New cabins at Cypremort Point State Park.*



restoration. Through laser scanning and surveying, three-dimensional images of the fort have been produced to detect any movement and produce drawings of any existing conditions. This process will also enable 3D and 2D documents to be produced for reconstruction in the event of a major catastrophe. The \$400,000 project is to be bid in the spring of 2005.

A new visitors center was constructed at Fort St. Jean Baptiste State Historic Site in Natchitoches. The facility, a \$496,000 project, will include an exhibit area, meeting room with audio-visual programming capability, office space and restrooms. Additional parking, a bus drop-off area and a new entrance to the site will also be constructed.

Longfellow-Evangeline State Historic Site in St. Martinville is also developing a new visitors center. The \$1.2 million facility will reflect Maison Olivier's French Colonial/Creole style, and will house a theater/media room, exhibits, a reception area, archival storage and offices. Also to be constructed are a new Blacksmith Shop, a petite house with exhibits, restrooms and additional parking. Construction is projected to be completed by September 2005.

Future expansion projects are also moving forward. Tunica Hills State Preservation Area in West Feliciana Parish is a \$7.4 million project and the planned sight for the largest of these projects. State Parks has acquired 516 acres and developed plans for this new facility. Its award-winning design includes a nature center that is pole-elevated in the treetops, exhibits, trails, a river outlook and educational facilities.

The master plan and site development are under way for Los Adaes State Historic Site in Robeline. This project, valued at \$2.5 million, will include reconstruction of some historic structures, a new visitors center with exhibits, parking, trails and interpretive signage.

#### **Educational and youth programs**

Educational opportunities are an important part of the mission of Louisiana State Parks. Interpretive programs are offered across the state to build a better understanding of our rich history and heritage. In fiscal year 2004, 18,106 interpretive programs and special events were offered in the park system. Those programs are being expanded toward a goal of offering 18,350 by the end of fiscal year 2005.

The Louisiana State Arboretum in Ville Platte, a state preservation area, offers visitors a living botanical museum with natural growth and plantings grown for scientific or educational purposes. Trees, shrubs and flowers are labeled for observation along an extensive network of trails. Plans have also been completed for a new visitor center (authorization has been obtained with the bidding process forthcoming).

The groundwork was laid in 2004 on several anticipated initiatives aimed at Louisiana's youth. Bringing the outdoors into the lifestyles of Louisiana's youth is a top priority. Two initiatives identified in the Roadmap for Change are specifically targeted to achieve this goal. One such initiative is experiential learning. This is an effort to encourage hands-on learning and multidisciplinary lesson plans. Youngsters will engage in a high-adventure challenge course (ropes course) that will be incorporated into an outdoor education center.

The goal is to create an outdoor education program with a focus on inner-city youth that will operate from within the Office of State Parks. Residual long-term positive outcomes include developing general outdoor recreation enthusiasm and participation of Louisiana residents.

Groundwork was also set in 2004 for a second initiative aimed at the youth of Louisiana. The Children's Healthy Lifestyle Program seeks to encourage healthy lifestyle choices in an ongoing battle against childhood obesity. Through this program, state parks will be the focal point of educational and recreational efforts to help youngsters make informed choices about nutrition and outdoor recreation.

In the year 2004, the Office of State Parks also continued to develop relationships and encourage partnerships with agencies both in and out of its government circle. By partnering with the Louisiana State Museum, the Office of State Parks was able to offer an exhibit at Audubon State Historic Site showcasing the works of John James Audubon from his stay at the now state-owned Oakley Plantation. The museum offered first prints

of his work not previously a part of the State Park collection. They also loaned other items relating to the exhibit, including a bust of Audubon that will eventually be housed at the State Museum in Baton Rouge. The exhibit, which ran for six months, served as a great draw to the St. Francisville area and the Audubon State Historic Site.

The Office of State Parks uses the expertise and professional staff of the Division of Archeology for development and presentation of historic sites and coordinates the historical restoration through the Department of Historic Preservation.

State Parks also forged a working partnership with the Department of Wildlife and Fisheries. The two agencies will work together on a variety of joint ventures and developments.

Partnerships with neighboring organizations, boards, commissions and other agencies within the Department of Culture, Recreation and Tourism continue to raise awareness of Louisiana's unique cultural and natural resources.

Other State Park partners in 2004 included AmeriCorps, which resulted in the participation and development of various litter programs, site improvements and volunteer efforts for parks, historic sites and community events and needs.

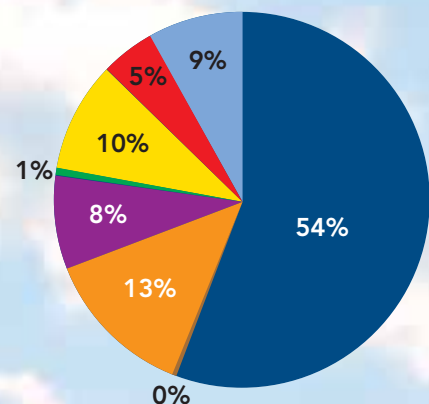
Partnerships within the Department of Culture, Recreation and Tourism resulted in its participation in major events such as Experience Atchafalaya Days, Archeology Week and the Louisiana Book Festival.

Louisiana's State Parks also manage federal Land and Water Conservation Fund grants. These federal grants support development of recreational facilities in communities across the state. In 2004, Louisiana attracted more than \$1.5 million through this grant program.

The Office of State Parks is forging ahead in all of its goals for the 2004 fiscal year and will continue to build upon those plans for new and exciting restoration projects, planned construction, educational opportunities and partnership development. •



## OFFICE OF STATE PARKS FINAL APPROVED BUDGET BY CATEGORY FISCAL YEAR 2003-2004



|  |              |
|--|--------------|
| Personal Services . . . . .            | \$12,553,072 |
| Travel . . . . .                       | \$40,219     |
| Operating Services . . . . .           | \$2,974,835  |
| Supplies . . . . .                     | \$1,736,770  |
| Professional Services . . . . .        | \$144,109    |
| Other Charges . . . . .                | \$2,399,167  |
| Interagency Transfers . . . . .        | \$1,120,929  |
| Acquisitions & Major Repairs . . . . . | \$1,976,727  |

**TOTAL BUDGET \$22,945,828**

## LOUISIANA STATE LIBRARY

*Inform. Empower.  
Inspire.*

*"The State Library is  
one of Louisiana's  
greatest resources for  
research information,  
government documents,  
genealogical data,  
books in Braille, audio  
books and more."*

—TOM JAQUES,  
ASSISTANT SECRETARY,  
LOUISIANA STATE LIBRARY

**A**n act of the Louisiana Legislature created the Louisiana Library Commission, a forerunner of the State Library of Louisiana, in 1920. In 1925, the Commission joined with the great philanthropic Carnegie Corp. to set about the seemingly impossible task of creating a network of libraries in a poor, rural state.

Three-quarters of a century later, Louisiana boasts public libraries in each of its 64 parishes. Coupled with its own excellent resources, the State Library provides Louisianans access to more than 11 million items through a computerized statewide lending network of public libraries. And, in a new age of information, the State Library continues to create even more opportunities for citizens to experience the value of libraries and reading. Working with over 325 urban and rural libraries statewide, the State Library helps Louisianans to connect to the growing number of electronic information sources, including the Internet.

Today, the State Library is one of Louisiana's greatest resources for research information, government documents, genealogical data, books in Braille, audio books and much more.

Its mission is to build an informed, literate and democratic society by ensuring access to informational, cultural and recre-

ational resources, especially those resources unique to Louisiana.

#### **Growing Book Festival highlights banner year**

More than 15,000 book lovers of all ages turned out for the Louisiana Book Festival on Saturday, Nov. 6. The event highlighted Louisiana's rich literary heritage by showcasing over 100 regionally and nationally recognized authors, scholars, poets and storytellers. Most are from Louisiana or have ties to the state.



LOUISIANA  
**BOOK FESTIVAL**  
NOVEMBER 6 2004 BATON ROUGE

Inaugurated in 2002 to celebrate readers, writers and books, the Louisiana Book Festival is presented annually in the State Capitol, in the State Library of Louisiana and in tents on neighboring streets in downtown Baton Rouge. The event is free and open to the public. New offerings for 2004 included



production of a six-part series of television programs featuring festival authors; writing workshops for students in grades 4-9; and the creation of a Poetry & Prose Aloud tent to enable aspiring but unpublished poets and writers to share their work with the public.

The 2004 festival also featured five Wordshops, workshops emphasizing the craft of writing. Based on the assumption that everyone is creative and anyone can write, they were led by authors and poets with a strong commitment to teaching, including Rick Bragg, Andrei Codrescu, Joshua Clark, Steve Berry and Pamela Ahearn, John Dufresne and Ava Leavell Haymon.

Each workshop offered a serious educational experience in a supportive, informal environment, geared to novice and advanced writers and anyone who enjoys books and good conversation. The Wordshops were one of several festival programs held at the new branch of the Louisiana State Museum, slated to open in 2005.

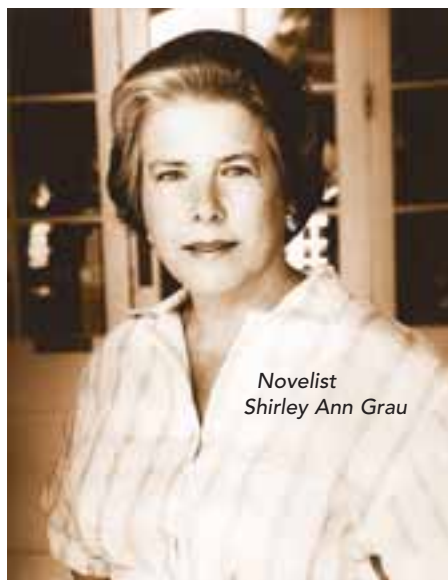
#### 2004 Louisiana Writer Award

The 2004 Louisiana Writer Award was presented to novelist Shirley Ann Grau of New Orleans, winner of the Pulitzer Prize for fiction in 1965. The award, sponsored by Barnes & Noble Booksellers, marked the opening of the Louisiana Book Festival.

The Louisiana Writer Award was established in 2000 by the Center for the Book in the State Library to honor living Louisiana writers and scholars for their published contributions to the state's literary and intellectual heritage. Previous winners include novelist Ernest Gaines, poet William Jay Smith, novelist James Lee Burke and historian Carl A. Brasseaux.

#### 2004 Louisiana Young Readers' Choice Award

Mike Artell of Mandeville, author of *Petite Rouge: A Cajun Red Riding Hood*, received the 2004 Louisiana Young Readers' Choice Award at the Louisiana Book Festival



Novelist  
Shirley Ann Grau

JERRY BAUER

in November. The winning book received the most votes from Louisiana third, fourth and fifth graders on a ballot of 15 recent children's titles. Set in a Louisiana swamp, *Petite Rouge* is the rollicking tale of a sharp young duck and her quick-thinking cat, who outwit a big, bad alligator.

The Louisiana Young Readers' Choice Award is a reading enrichment program of the Center for the Book in the State Library, underwritten by Hibernia National Bank. The program promotes reading by enabling children to vote for their favorite book from an annual list selected by a committee of school and public librarians.

The list offers young readers a well-balanced array of excellent, enjoyable books in various genres, including fiction, nonfiction, folklore and poetry. Most books are also part of the Accelerated Reading Program used by many schools.

The program was created in 2000 for children in grades 3, 4 and 5. This year, for the first time, a separate ballot of age-appropriate titles is offered for students in grades 6, 7 and 8.

Librarians and teachers are invited to read the ballot books aloud and provide curriculum-related activities. A study guide for



In 2004, an average of  
31 volunteers spent  
85 hours per month  
working as narrators,  
producers and review-  
ers for the Louisiana  
Voices program.



*In recognition that Louisiana has an estimated 317,000 children under the age of five and 29% live below the poverty level, we are partnering with public libraries and educators to identify and develop innovative programs and resources to help children acquire key pre-reading skills.*

each title and information about the YRCA program are available via the State Library Web site ([www.state.lib.la.us](http://www.state.lib.la.us)).

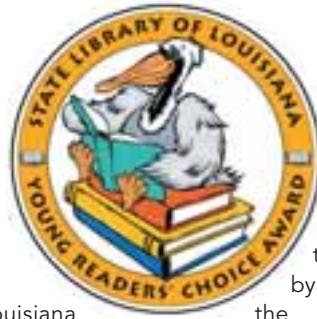
#### **Louisiana Voices audiobook program**

The State Library's Louisiana Voices audiobook production program began recording Louisiana-related materials in February 2001 for library patrons who are blind and physically handicapped. Start-up funds for the program were provided in part by \$30,850 in grants from the Baton Rouge Area Foundation, secured by the Mrs. W. Carruth Jones Foundation for the Blind and Physically Handicapped.

By the end of 2004, volunteers had recorded 157 books, magazines and other publications for statewide distribution. In 2004, an average of 31 volunteers spent 85 hours per month working as narrators, producers and reviewers in the Louisiana Voices studio, located in the basement of the State Library. In addition to authors who narrate their own books, the roster of volunteers includes state representatives, local radio and television personalities, ExxonMobil employees and Lt. Gov. Mitch Landrieu and several members of his staff.

In 2004, Louisiana Voices also recorded titles on the expanded Louisiana Young Readers' Choice Award ballot for grades 3-5 and grades 6-8, making the 15 books on each list available to children across the state who are blind or physically handicapped.

In 2005, Louisiana Voices will add a digital recording booth to the current analog



set-up. This upgrade will place Louisiana among an elite national group of libraries with digital recording capability well in advance of the 2008 compliance date set by the National Library Service for the Blind and Physically Handicapped.

#### **LA Bound Booksellers**

In July 2004, the State Library of Louisiana and the Louisiana Library Foundation began operating Louisiana Bound Booksellers, a full-service retail bookstore on the first floor of the State Library. Louisiana Bound Booksellers specializes in juvenile and adult books about Louisiana or by Louisiana writers.

In addition to providing friendly, knowledgeable customer service, the store offers an outstanding selection of books that reflect the intellectual and literary accomplishments of Louisiana writers and the state's unique cultural and historical heritage. Gift certificates and a selection of exceptional Louisiana music are also available. Other services include gift-wrapping, shipping, rare book searches and special orders.

#### **IMLS National Leadership Grant**

In October 2004, the State Library of Louisiana received a prestigious \$470,000 National Leadership Grant for Libraries from the federal Institute of Museum and Library Services. The grant provides funding for a two-year initiative to digitize nearly 30,000 nationally significant historical materials held by the State



*Lt. Governor Mitch Landrieu records a book for Louisiana Voices.*



*The State Library is partnering with public libraries and educators to identify and develop innovative programs and resources to help children acquire key pre-reading skills.*

Library, the State Museum and the Historic New Orleans Collection. Other project partners include the Louisiana Center for Educational Technology at the state Department of Education and LOUIS: The Louisiana Library Network, an affiliate of Louisiana State University.

The completed library-museum partnership project will offer educators, students and independent learners across the nation access to historical paintings, maps, photographs and documents; science and technology artifacts; vintage jazz radio broadcasts, interviews and performances; musical instruments; Acadian textiles; costumes; flags; parade posters; and bulletins. The public will be able to view the digitized items through the LOUIS online digital library.

The project also includes development of 50 lesson plans that utilize the digitized resources. The lesson plans, based on standards set by the Louisiana Department of Education, will be available via the Louisiana Center for Educational Technology Web site.



INSTITUTE of MUSEUM  
and LIBRARY SERVICES

findings indicate that children who learn key pre-reading skills as babies, toddlers and preschoolers are far more likely to read at grade level in both fourth grade and first grade. These emergent literacy skills are learned through educational games and activities, especially by reading aloud to children.

In 2004, the State Library began identifying specific methods and resources that develop these skills in children from babyhood through first grade. Drawing from exemplary programs developed by public librarians and early childhood educators, the State Library plans to implement model programs that foster development of emergent literacy skills while providing enjoyment for young children. The State Library is forming an advisory team to assist in this effort.

One such program, Let's Read!, circulates materials directly to individual pre-school classrooms. The materials, such as big books, music and learning games, help children achieve grade-level expectations in language arts set by the state Department

## Emergent literacy initiatives

The State Library of Louisiana is partnering with public libraries and educators to identify and develop innovative programs and resources to help children acquire key pre-reading skills required for academic success. This is particularly important in Louisiana, where standardized tests indicate that over 40% of fourth graders cannot read at grade level.

Success in fourth grade is recognized as an accurate predictor of later success in high school, college and beyond, but recent



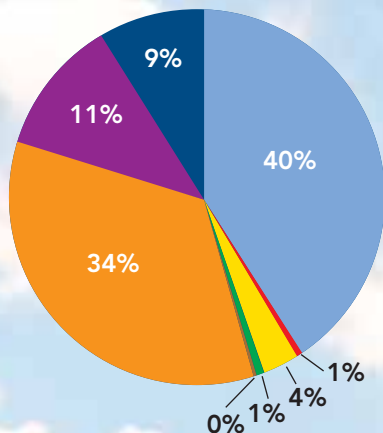
## SOLINET Grant

The State Library is participating in a cooperative microfilming project with other libraries in the Southeast to preserve the intellectual content of 5,000 brittle volumes on Southern history and culture. The Southeastern Library Network Inc. (SOLINET) received a \$646,164 grant from the National Endowment for the Humanities to support and coordinate the project. Part of the State Library's collection of brittle and rare annual reports from Louisiana state agencies will be microfilmed.





**LOUISIANA STATE LIBRARY  
FINAL APPROVED BUDGET  
BY CATEGORY  
FISCAL YEAR 2003-2004**



|                              |             |
|------------------------------|-------------|
| Personal Services            | \$3,820,615 |
| Travel                       | \$50,073    |
| Operating Services           | \$380,308   |
| Supplies                     | \$118,812   |
| Professional Services        | \$6,598     |
| Other Charges                | \$3,288,531 |
| Interagency Transfers        | \$1,029,338 |
| Acquisitions & Major Repairs | \$858,422   |

**TOTAL BUDGET \$9,552,697**

of Education. Another program, Family TREASURES, is an entertaining nine-part series for families that can be easily implemented by public library staff.

### Linking the public to the world

Thanks to WebFeat, a new cross-database search technology implemented in late 2004 by the State Library, public library patrons throughout the state can now locate information in any of the 23 Louisiana Library Connection databases with a single search.

The Louisiana Library Connection is a diverse collection of online databases that contain full-text information from encyclopedias, books, magazines and newspapers on a wide variety of subjects. The databases, otherwise available only to paid subscribers, can be accessed remotely—free of charge—by registered patrons of all Louisiana public libraries.

WebFeat enables patrons to search all the databases at once or select a group of databases by subject to search together, in addition to searching individual databases as they did previously. In addition to facilitating easy access to online information sources, WebFeat will enable each Louisiana public library to track usage of the databases by their patrons.

In July 2004, the State Library also partnered with Louisiana's 330 public libraries to help families of soldiers stay in touch via email. Military families were invited to go to the nearest public library, where staff assisted them in setting up free e-mail accounts, using computers with public access to the Internet. The State Library provided handouts, assisted with statewide publicity and trained library staff on setup of the e-mail accounts. The service is also available to the public.

### Strategic Planning Initiative

In August 2004, the State Library began a six-month strategic planning process. The



*2004 Young Readers' Choice Award  
winner Mike Artell*

initiative is based on the approach widely used by successful businesses, which conduct periodic surveys, examine the results and use those results to plan accordingly for the future.

In the first stage, over 60 people attended six focus group sessions, offered feedback on the quality of current State Library services and made suggestions for the future direction of the State Library. The second stage involved six meetings across the state with public library directors, staff and trustees.

In the final stage, State Library staff participated in several facilitated sessions aimed at generating strategies to address future goals and objectives. This information is being used to develop operational plans for each division within the State Library.

The purpose of this effort is to improve current services at the State Library and also identify new directions and future services needed. •

## LOUISIANA STATE MUSEUM

# *Louisiana history, national appeal*

One of Louisiana's most prominent heritage attractions is the Louisiana State Museum, a complex of national landmarks housing thousands of artifacts and works of art reflecting Louisiana's legacy of historic events and cultural diversity. The Museum operates five properties in the famous French Quarter (the Cabildo, the Presbytere, 1850 House, the Old U.S. Mint and Madame John's Legacy), as well as the Wedell-Williams Memorial Aviation Museum in Patterson, the Old Courthouse in Natchitoches, the E.D. White Historic Site in Thibodaux and the new Louisiana State Museum-Baton Rouge next to the Louisiana State Capitol.

## Performance

During fiscal year 2003-2004 the Louisiana State Museum increased its collections and added to the number of items conserved. The Museum had more traveling exhibits in circulation throughout the state in fiscal year 2004, resulting in Museum exhibits being shown in 57 of the state's 64 parishes, more than any other fiscal year.

Museum attendance was 336,932 for FY 2004, down 3.7% from the previous fiscal year, resulting primarily from a decrease in the number of school group attendees. That decrease, however, was offset by a strong increase in the Museum's Outreach Program audience, which climbed to more than 350,000, a 15% increase over FY 2003.

The Museum's Internet presence also



*"The Louisiana State Museum played host in May to the national conference of the American Association of Museums.*

*More than 5,000 delegates from around the world descended on Louisiana to get a first-hand look at some of our world-class facilities including well-attended events at both the historic Cabildo and Presbytere."*

—ROBERT WHEAT,  
INTERIM ASSISTANT  
SECRETARY,  
LOUISIANA STATE MUSEUM



*The new Baton Rouge Branch is located in the heart of the Capitol Gardens.*

MARK J. SINDLER/LOUISIANA OFFICE OF TOURISM





## 2004 EDUCATION DEPARTMENT PROGRAMMING

### Music at the Mint for Kids

Irish Folk Music with Poor Clares  
Cajun Kids with Papillion  
Creole Folk Songs with Sybil Kein and Charles Moore  
The Panorama Jazz Band, Klezmer Music

### Second Saturdays

Mardi Gras Indian Beading  
Victorian Tea and Hat Making  
Second Line Crafts with Adrian Gaddies  
Barbara Trevigne, Doll Maker  
and Storyteller

### Black Heritage Programming

The African Drum  
The African Drum in Brazil/Louisiana  
Professor Harold's Black Inventor's Quiz  
Slim N' Shorty  
Marie LeVeau Visits  
Drumcussions

### Adult Programming

Plessy to Brown and Beyond:  
A Civil Rights Symposium  
"The Deacons For Defense,"  
by Lance Hill: Book Signing  
Children of Children Exhibit:  
A Photo Exhibit of Teenage Pregnancy  
"Plessy vs. Ferguson," by Keith Medley:  
Book Signing  
Dr. Alecia Long: Book Signing

continued to grow, recording over 11 million Web site hits from nearly 1 million distinct users in FY 2004.

### Economic Impact

While the traditional view may have held that cultural attractions do not exist for economic reasons, it is increasingly understood that cultural attractions play a key role in fostering new and expanding tourism bases. The Louisiana State Museum continues to foster and seeks to increase its role as a venue for economic activity and making the communities where we are located destinations for Louisianans and tourists alike.

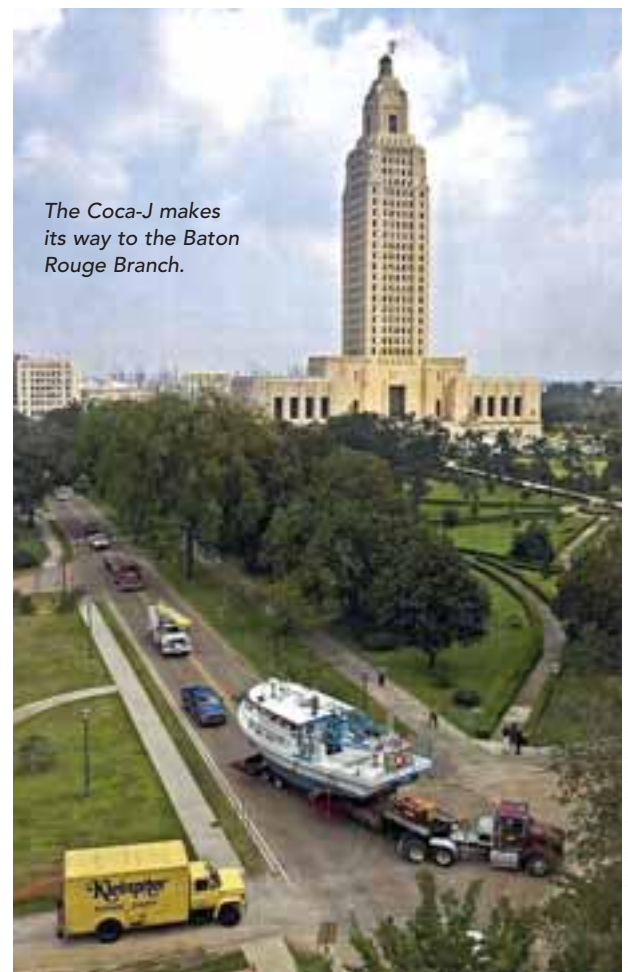
Examples of the role the Louisiana State Museum plays in fostering tourism can be found in the Museum's partnership with French Quarter Festivals Inc. The Louisiana State Museum partners with French Quarter Festivals Inc. to present the Satchmo Summerfest at the Old U.S. Mint at 400 Esplanade Ave.

This event began initially as a birthday celebration for Louis Armstrong and has turned into an annual event that highlights the best of New Orleans' food, music, art, and culture. The festival creates an economic impact to the city of New Orleans of \$7.5 million and \$260,000 in state and local taxes. Satchmo Summerfest continues to grow every year and is expected to set new records in 2005.

The Louisiana State Museum also partners with French Quarter Festivals Inc. for the annual French Quarter Festival held at the Old U.S. Mint and other French Quarter locations. The festival features local

food, and music ranging from zydeco to hip-hop. This year's event brought nearly 40,000 visitors to the Mint alone, a figure that represents 11% of the festival's total attendance. The reported economic impact to the city of New Orleans was \$75.5 million, generating \$5.7 million in local and state taxes. The event has grown annually and is expected to exceed these figures by 25% in 2005. The Old U.S. Mint will again be the site of the Cajun/zydeco stage and the New Orleans International Music Colloquium for the 2005 festival. We will also be adding a Spanish Heritage Stage.

Throughout the State, the Louisiana



*The Coca-J makes its way to the Baton Rouge Branch.*

MARK J. SINDLER/LOUISIANA OFFICE OF TOURISM



*The E.D. White  
Historic Site.*



State Museum is seeking to work with local partners in programming activities that benefit us all. In September 2004, the E.D. White Historic Site was the venue for a Civil War re-enactment that organizers hope will become an annual event. Also at E.D. White, the annual Art Under the Oaks celebration held each April continues to bring visitors to Thibodaux.

In Natchitoches, the Old Courthouse Museum annually partners with the City of Natchitoches to sponsor events during the annual Festival of Lights, most significantly hosting an annual Christmas party for nearly 1,000 children of the region.

### **Education Programs**

During FY 2004, 347,000 visitors viewed 9 exhibits that travel through the State Library System. The traveling exhibits visited 33 parishes. In addition, the statewide services curator made 51 visits to small or emerging museums in 28 parishes.

The Education Department sees approximately 30,000 school children every year. About one-third of these students are guided through the museum by docents or

museum staff. The other 20,000 visit the museum on self-guided tours using information prepared by the Education Department.

The Education Department is also responsible for a variety of programming which interprets the culture and history of Louisiana for the public. See the list of programming generated by the Education Department for 2004 on page 28.

The Louisiana State Museum has been a vital participant in the U.S. Department of Education's Teaching American History (TAH) grant that was issued in 2001 and runs for four years. The grant, entitled Teaching American History in Louisiana (TAHIL), encompasses the river parishes between Baton Rouge and New Orleans, and includes a cooperative effort between the LSM, the LSU Digital Library, the Louisiana State Archives, the Historic New Orleans Collection and Tulane University Special Collections.

The TAHIL grant is vital to the LSM Education Department's outreach for several reasons. The TAHIL grant has increased public accessibility to the LSM's collection, and has provided greater education outreach to



### **OTHER PROGRAMS AND COLLECTIONS**

#### **LSM Summer Institutes for Teachers**

- 90 total teachers trained, 2001-2004
- 5,400 students benefited

#### **Music at the Mint Series**

- Grants from LEH and the Arts Council of New Orleans
- 2004-05 series of five performances
- Total projected attendance of 1,310

#### **Major 2004 acquisitions**

- Coca-J shrimp trawler (acquired as major exhibit piece for Baton Rouge museum)
- Drum set performed on by rhythm and blues musician Earl Palmer
- Counterfeit mint mold

#### **Conservation**

- LSM Civil War-era submarine
- Logging cones and logging carts
- Spillway needles
- Cotton gin



### 2004 LSM WEB SITE ENHANCEMENTS

- Digitized approximately 2,500 objects for use in the LOUISiana Digital Library and on the LSM site
- Began partnership with State Library, LOUISiana Digital Library and THNOC on IMLS National Leadership grant (\$470,000, awarded September 2004)
- New collection management system
- New ticketing/POS system



*Nation's Within photography exhibit (Photo: Tim Mueller).*

the state of Louisiana. First, many important artifacts, art work and documents from the LSM collection have been digitized and put online (via the TAHIL Web site) as part of lesson plans for middle and high school students. This placing of our objects online within lesson plans has provided unprecedented educational outreach for the Museum, particularly since many schools are not able to take field trips to the LSM.

At the same time, the model for creating online lesson plans with LSM collection materials serves as the basis for renovating and improving the LSM Education Department's Web site.

Overall, the TAHIL grant provides an example of how the LSM is cooperating with other state agencies and departments to better serve the public and improve education in the state as a whole. At the national level, the TAHIL online lesson plans have been hailed as ground-breaking and a model for other museums and TAH grants to follow.

### Events and Exhibitions

In August the new Louisiana State

Museum, Baton Rouge, began its first major exhibit installation with the transport of a 48-foot shrimp trawler, the Coca-J, from the Mississippi River to the Capitol Park museum. The boat will be the centerpiece of a first-floor exhibit. The sight of the massive boat being driven through the Capital City attracted curious onlookers and a plethora of state and local media. After a tearful farewell by the boat's former owners, the Hebert family of Larose, the boat took its place as a permanent exhibit. Other installations in 2004 included a massive sugarcane harvester and a newly restored Civil War submarine. The Capitol Park museum will open in 2005 in two phases.

The multimedia exhibition *Children of Children: Portraits and Stories of Teenage Parents* opened on Nov. 3, 2004, at the Old U.S. Mint in New Orleans. The Office of the Governor, Lt. Governor Mitch Landrieu, the Honorable Paulette Irons and New Orleans Mayor Ray Nagin hosted numerous civic and state organizations at this extremely well-publicized event that attracted over 3,000 visitors, including, over 1,300 school children from 42 schools.

The exhibit was so successful that museum officials made the decision to extend it for another month to accommodate a lengthy waiting list of school groups. *Children of Children* also facilitated an unprecedented partnership between numerous and varied women's and children's advocacy groups.

#### Branch Museum Activities

- New branch director for the Louisiana Civil Rights Museum Turry Flucker began conducting oral histories with civil rights leaders and participants all over the state, as well as research on 20 potential sites for the Louisiana African-American Trail. The New Orleans School Board passed a resolution to allow the Louisiana State Museum to use one of its properties, the Myrtle Banks School on Oretha Castle Haley Boulevard, if it is deemed appropriate, as the site of the Civil Rights Museum.
- The structural skeleton of the new Patterson Museum has been erected. This new facility is located on a major corridor soon to be connected to I-49, a major tourist route between New Orleans and north Louisiana. The E.D. White Historic site in Thibodaux reopened to the public in July 2004 after extensive renovations.
- Work has begun on the new Natchitoches Branch Museum, with construction plans incorporating the Louisiana Sports Hall of Fame and Museum and the Louisiana State Museum of North Louisiana. Staff of the Natchitoches branch visited the Alabama Sports Hall of Fame and the Georgia Sports Hall of Fame as part of the planning efforts.
- Provided assistance with artifact recovery at Laura Plantation on River Road and at the Biedenharn Museum in Monroe following major fires at both institutions.

#### Projected Activities for 2005

We anticipate more grant support from LEH and the Arts Council of New Orleans



*Children of Children exhibit.*

for another Music at the Mint series of five programs with a projected attendance of 1,640.

The "Jazz Salon" is a program designed to attract a 20-30-year-old demographic to the Louisiana State Museum. We are in the process of establishing a monthly "after-hours" music program on Wednesday evenings to attract this demographic. It is our hope to introduce and cultivate a working relationship with this group of young professionals who live and work in New Orleans to more fully integrate them into Louisiana State Museum events, such as openings, exhibits and educational programs.

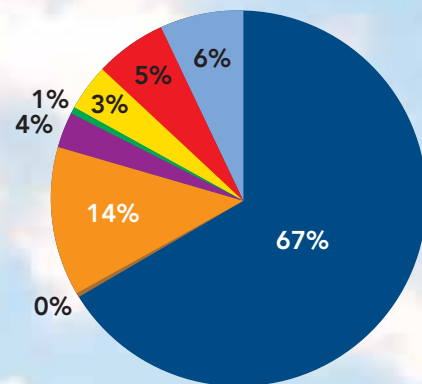
We are looking forward to celebrating the centennial of the Louisiana State Museum in 2006 and will begin planning activities that will focus on adding significant artifacts to the LSM collections.

The first floor of the Louisiana State Museum, Baton Rouge, will open Memorial Day weekend. The second floor will open Labor Day weekend.

The LSM will also be hosting a major Smithsonian exhibition on Latin Jazz, *La Combiacion Perfecta*, from October 2005 to January 2006. •



#### LOUISIANA STATE MUSEUM FINAL APPROVED BUDGET BY CATEGORY FISCAL YEAR 2003-2004



|  |             |
|--|-------------|
| Personal Services . . . . .            | \$3,305,895 |
| Travel . . . . .                       | \$10,194    |
| Operating Services . . . . .           | \$673,684   |
| Supplies . . . . .                     | \$178,643   |
| Professional Services . . . . .        | \$26,110    |
| Other Charges . . . . .                | \$134,511   |
| Interagency Transfers . . . . .        | \$251,797   |
| Acquisitions & Major Repairs . . . . . | \$287,412   |

**TOTAL BUDGET \$4,868,246**



## OFFICE OF CULTURAL DEVELOPMENT

*Looking to the future*

In response to the Roadmap for Change, the Office of Cultural Development has initiated a cultural economy initiative for the state. Louisiana's cultural economy is a critical component of the state's overall economy. It generates significant revenue for the state, and it is responsible for the creation of a significant number of jobs in both the private and public sectors. The cultural economy consists of a number of key cultural industries (such as visual arts, film and performing arts), and the state's cul-

tural economy initiative will focus on understanding and strengthening these cultural industries.


In Canada, Europe, Australia, and many cities throughout America there has been an exciting new focus on promoting the "creative economy" as a major economic force. In Louisiana we believe our culture and creativity are inextricably linked. Accordingly, our cultural economy initiative takes a different path than the creative economy initiatives now populating the country. In Louisiana, we have chosen to uphold the natural synthesis between our creativity and our culture—in an effort to understand and strengthen our state's cultural industries. Louisiana's initiative is the first of this particular kind, and the first intensive, statewide focus in the South on the cultural economy.

The initiative will result in a cultural economy strategic plan that progressively redefines the importance of the arts and culture to the state. Through this project, Louisiana will seize the important opportunity to develop a visionary, comprehensive, and integrated strategy to grow the cultural economy of the state. We anticipate completing our plan by June 2005.

**Performance Indicators**

What do we learn when we look at a people's artistic creations, its works of architecture, and its archaeological record? We learn about that people's culture, and in doing so we begin to understand the people who lived in the society that produced those things. Just as we can use those cultural benchmarks to learn about other groups of people, we can also use them to learn about ourselves.

As a part of the Department of Culture, Recreation and Tourism, the job of the Office of Cultural Development is to preserve our cultural benchmarks and make them more accessible to everyone in our state. We see to it that our cultural heritage



*"We believe our culture and creativity are inextricably linked. Louisiana's initiative is the first of this particular kind, and the first intensive, statewide focus in the South on the cultural economy."*

—PAM BREAUX,  
ASSISTANT SECRETARY,  
OFFICE OF CULTURAL  
DEVELOPMENT



Percent for Arts installation planned for the Claiborne Building in Baton Rouge, "One Plant, Many Flowers," sculpture by Howard Kalish.

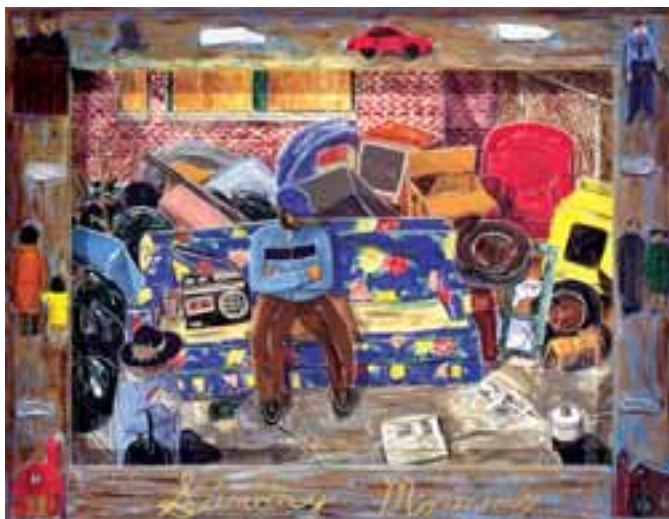
gets the proper attention. Accordingly, the Office of Cultural Development's performance indicators identify how our cultural landscape is developed.

During 2003-2004:

- 82 archaeological sites were identified and/or evaluated.
- 90 landowners were contacted and collaborated on archaeological sites. The new ancient mounds initiative provided encouragement for Louisiana landowners to become stewards of their important archaeological sites.
- The Division of Archeology completed 3,232 Section 106 reviews, working to ensure that important archaeological sites are identified and protected.
- Over 11,000 citizens of Louisiana received educational materials from the Division of Archaeology.
- The Division of Historic Preservation preserved 114 historic properties through its tax credit programs.
- Through the Main Street Program, 176 new businesses located to rural historic districts.
- Through Division of Arts grants, 7,609,586 audience members participated in public arts programs.
- The Division of Arts awarded 532 grants to organizations across Louisiana.
- The Division of Arts awarded 91 grants to individual Louisiana artists.

#### 2004 Division of the Arts Report

The Louisiana Division of the Arts embarked on a comprehensive assessment and strategic planning initiative in April 2004 that resulted in over 180 individuals from around the state participating in focus groups and more than 500 surveys completed from artists, nonprofit arts organizations,



Art by Willie Birch, Louisiana Professional Artist of the Year

and arts programmers. The Assessment Report identifies key opportunities, including partnership between state and local arts agencies representing every major city and every parish in the state; development of a comprehensive public relations and marketing campaign highlighting Louisiana's artistic assets; streamlining the technology infrastructure for the implementation and management of grants programs; and capacity building and business development in our arts community.

Over 50 artists and professionals in the field of nonprofit arts administration assembled in April and May 2004 to review applications for Division of the Arts grant support. The grant review panels distributed over \$1.37 million in support of approximately 200 arts projects and organizations. Grants programs provide support to increase the number of Louisiana citizens participating in and experiencing arts activities and to facilitate the creation of events that reflect the needs of our diverse communities.

In July 2004, the Decentralized Arts Funding Program received more than \$2.37 million to provide for services and arts activities in all 64 parishes of the state. More than 500 projects and organizations, from non-



#### GOVERNOR'S ARTS AWARDS 2004

**Willie Birch**, Professional Artist of the Year

**Gladys LeBlanc Clark**, Folk Artist of the Year

**Baton Rouge Ballet Theatre**, Outstanding Arts Organization (Large)

**Playaz and Playettes**, Outstanding Arts Organization (Small)

**Louisiana Partners in Education Team** (Acadiana Arts Council, Lafayette Parish School System, University of Louisiana at Lafayette), Outstanding Contribution to Arts Education

**The Cox Family**, Lifetime Achievement

**Emily-Lou Biedenbarn Foundation**, Arts Patron of the Year

**Dr. Raymond Poliquit**, Outstanding Promotion of the Arts

**CenturyTel**, Outstanding Corporate Support

**Lusher Alternative Elementary School** (New Orleans), Louisiana Alliance for Arts Education National School of Distinction Award

**Baton Rouge Magnet High**, School of Excellence

For a list of other artists recognized in 2004 by the Division of the Arts see page 39.





*"Having the opportunity of learning about our community is really great, because not all kids get this kind of learning experience. Knowing the history of your town or city is important to know because if you don't know the traditions of the town, you can't keep them alive."*

—CALLIE C., 5TH GRADER,  
CALCASIEU PARISH GIFTED  
PROGRAM AND HERITAGE  
EDUCATION PARTICIPANT

profit arts organizations to towns and city governments to libraries and schools are supported by the Decentralized Arts Funding Program.

Also in 2004, a manager was hired for the Percent for Art Program. With the addition of this position, the program staff was able to initiate Percent for Art Commissions in nine new state buildings, for a combined commission total of \$814,800. To date, four major commissions have been completed, and two more will be installed in December 2004.

The next commission to be awarded will be for the Louisiana State University Energy, Coast and Environment Building in Baton Rouge, which will be an outdoor sculptural work or installation. The Art Selection Committee selected three renowned artist finalists for the commission—Alice Aycock of New York, Dennis Oppenheim of New York and Barbara Grygutis of Arizona.

The Louisiana Division of the Arts convened the arts community in May 2004 for the Louisiana Conference for the Arts, "You're Playing My Tune." The conference sessions included topics relevant to every arts organizations that strives to be a healthy and responsive arts organization for the public. The keynote address was given by Michael Kane, Mt. Auburn Associates, on the economy of creative industries and the process through which the scope of the arts and cultural industry can be measured.

Other topics included "Building Participation in the Arts," by Christopher Walker, The Urban Institute; "Fundamentals of Arts Fundraising," by Thomas

Weidemann, Clemens Center; and "Roles and Responsibilities of Board Members," by Pam Atchison, Shreveport Regional Arts Council, on productive relationships between boards of directors and staff.

The conference concluded with a ceremony recognizing outstanding contributions to the arts in Louisiana. Award-winners, selected by the Louisiana State Arts Council, are listed on page 33.

#### **2004 Division of Archaeology Report**

The Heritage Education-Louisiana Minigrants Program is a partnership between the Office of Cultural Development and the National Center for Preservation and Training (part of the National Park Service) located in Natchitoches, on the campus of Northwestern State University. The Office of Cultural Development, Division of Archaeology, receives grant money from the National Park Service, which it then provides as subgrants to up to 20 teachers annually.

The goal of the program is to enhance academic achievement, foster an appreciation of Louisiana's historic places and serve as a national model for heritage education. The program supports projects that use



*Dedication of the  
Ancient Mounds Trail.*



Louisiana's historic buildings, archaeological sites and cultural landscapes as content in creating curriculum-based lessons and activities.

As an example, Pat Shuffield and Millie Powell, geometry teachers at Walker High School, received a minigrant for study of historic buildings in Livingston Parish. The math students visited, measured, and photographed historic buildings in their parish, then created drawings of one or more buildings.

In September 2004 Louisiana dedicated the Ancient Mounds Trail, a driving route that links Indian mounds in northeast Louisiana. With funding from the Department of Transportation and Development's Transportation Enhancement Program, the Division of Archaeology placed 20 historical markers at mound sites that can be seen from public roadways. During 2005, up to 20 more sites will be marked and the division also will print a heritage trail guide. This driving trail serves the goals of cultural tourism, economic development, and public education. The Ancient Mounds Heritage Area and Trails Initiative brings together public agencies, private landowners, visitors and residents in a joint effort to protect, preserve, understand and enjoy these ancient Indian mounds and earthworks.

The state has some of the oldest, most spectacular and best-preserved Indian mounds in the world. These earthworks span a period of history beginning about 4000 B.C. and continuing into the time of Columbus, de Soto, and La Salle.

Recognizing this, the state legislature established the Ancient Mounds Heritage Area and Trails Initiative in 1997. Its goals are to identify, preserve, promote and link mound sites so that visitors and residents of Louisiana can better understand and appreciate them. Only a few of these important—and to some sacred—sites are protected by public ownership, while more than 700 such sites are on private lands.

The Division of Archaeology is working with the Office of State Parks and a national

nonprofit organization called The Archaeological Conservancy to acquire and interpret a sample of the most important of these sites. Through the Regional Archaeology Program the division is working with private landowners to encourage site preservation and stewardship. In partnership with the Office of Tourism, the Ancient Mounds Driving Trail was dedicated in September 2004.

In 2004 the Division of Archaeology developed a prototype for a project to bring Louisiana's archaeological sites to the world through the Internet. Working with the award-winning design firm Terra Incognita, the Division of Archaeology, in consultation with the Office of State Parks, created an interactive project about Los Adaes, an eighteenth-century Spanish fort and mission in western Louisiana. This site is a National Historic Landmark and a State Historic Site.

Through creative and engaging visuals, the Web project provides information about the site at the time of occupation, information about the artifacts recovered there, and interpretation of life at the site. The module presents information in many layers, allowing users to direct the level of detail received in exploring the material.

Through its advisory role in implementing Section 106 of the National Historic Preservation Act, the Division of Archaeology reviewed and consulted on approximately 2,800 projects during the past year to insure that the state's most important archaeological sites and standing structures are considered in project development. During this same time period, 11,565 acres were surveyed for cultural resources and 511 new archaeological sites were recorded.

#### **2004 Division of Historical Preservation Report**

Louisiana's Main Street program turned 20 years old in 2004, with 25 participating communities located in every region of the state.

Louisiana joined the national Main Street network in 1984. Louisiana's traditional rural



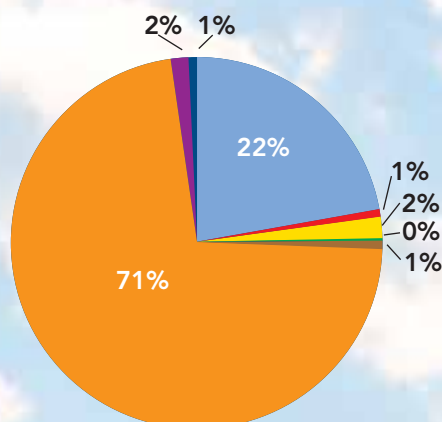
#### **LOUISIANA ARCHAEOLOGY WEEK**

Each year the Louisiana Division of Archaeology sponsors the statewide celebration of Louisiana Archaeology Week and distributes event schedules and posters that highlight special topics in Louisiana archaeology.

Archaeology Week 2004 was observed Sept. 26-Oct. 2. Archaeology Week fosters an appreciation of the complex and diverse cultures of Louisiana's past and promotes the preservation, protection and understanding of their legacy. Events offer residents and visitors opportunities to learn about Louisiana's past from the experts. This year the program featured more than 70 events across the state, including talks about recent archaeological excavations, special exhibits, prehistoric technology demonstrations, guided tours of archaeological sites, and special children's programs.



OFFICE OF CULTURAL  
DEVELOPMENT  
FINAL APPROVED BUDGET  
BY CATEGORY  
FISCAL YEAR 2003-2004



|                              |                  |
|------------------------------|------------------|
| Personal Services            | .....\$1,889,487 |
| Travel                       | .....\$79,191    |
| Operating Services           | .....\$152,230   |
| Supplies                     | .....\$34,119    |
| Professional Services        | .....\$115,877   |
| Other Charges                | .....\$6,098,503 |
| Interagency Transfers        | .....\$160,915   |
| Acquisitions & Major Repairs | .....\$64,044    |

**TOTAL BUDGET \$8,594,366**

downtowns had followed the same pattern of decline seen across America as consumers flocked away from the core commercial districts. A state program was begun, with Hammond, Donaldsonville, Houma and Franklin becoming the first four communities to participate. Over time the Louisiana Main Street program has grown exponentially.

Ruston is one good example of the change the program can instigate. Ruston joined Main Street in 1989, when it had 22 vacant storefronts and no downtown restaurants. After five years in the program, Ruston had no vacant storefronts in its downtown and five restaurants.

During the first 20 years of the program Louisiana Main Street has managed to start 1,192 businesses, creating 3,673 new jobs. Over this 20-year span, the State Main Street Office gave out over \$2.5 million in grant money, receiving an incredible private reinvestment return of over \$230 million.

Recently, the Main Street program was credited with helping Bastrop and Natchitoches receive designation as Preserve America communities from First Lady Laura Bush. The benefits of the designation include White House recognition, Preserve America promotional items and official notification in the Louisiana Department of Tourism and Travel offices. Main Street is in its fifth year in Bastrop and in its 11th year in Natchitoches.

The program is still growing to serve the needs of rural Louisiana communities. In the future, Main Street hopes to continue to rekindle entrepreneurship, downtown cooperation and civic pride.

#### The federal 20% tax credit program

The existing federal 20% tax incentives program has one of the most advantageous tax breaks left in the tax code. The tax credit is a direct dollar-for-dollar reduction in the amount of income tax owed by the taxpayer to the IRS. And, given Louisiana's large number of historic buildings, there is no wonder why this program has proven to be so beneficial for many of Louisiana's private investors.

Investors in Louisiana have consistently taken advantage of this program. According to statistics provided by the National Park Service, private investors in Louisiana have placed our state among the top 10 states in the nation (for more than 10 years) for most projects completed per year. Their records also indicate that, over the past 10 years, investors have leveraged more than \$800 million in federal rehabilitation projects alone across the state.

Since the start of the new millennium, we have seen a significant rise in the number of projects and the amounts of money invested in these projects across Louisiana, with New Orleans leading the way. Since 2000, there has been approximately \$651 million in private investment across our state, with more than \$400 million expended on projects in New Orleans alone.

#### The state 25% tax credit program

In 2002, the Louisiana Legislature passed a law to allow a 25% tax credit (with a \$250,000 cap) for historic buildings in Downtown Development Districts throughout Louisiana. Since 2002 the Division of Historical Preservation has reviewed 47 projects and approved eight, resulting in a total investment of approximately \$32 million and the creation of 911 construction jobs. Many of the projects took advantage of the federal program as well to capture an astounding 45% in tax credits.

As the State Historic Preservation Office continues to work with private investors to retain and repair more historic buildings, we will continue to spread the word about the tax credit programs.

We are currently working on an outreach program to notify more people in cities and towns outside of New Orleans, where we believe the federal and state programs are not being utilized to their full potential. We plan to host a series of informational sessions at various organizations and historic neighborhood groups as means of educating the public about the importance and benefits of these programs. •

## LISTINGS



## OFFICE OF TOURISM LOUISIANA WELCOME CENTERS

## NORTHERN REGION

**GREENWOOD, I-20 EASTBOUND**

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**VINTON, I-10 EASTBOUND**

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**MOUND, I-20 WESTBOUND**

Vera Erwin, Supervisor  
836 I-20 West  
Tallulah, LA 71282-1312  
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E-mail: mound@crt.state.la.us

**VIDALIA**

Zelma Murray, Supervisor  
1401 Carter St. (Hwy. 84)  
Vidalia, LA 71373  
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**I-49 WELCOME CENTER**

Donna Sayer, Supervisor  
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## CONSUMER INQUIRY

Patsy David, Supervisor  
P.O. Box 94291  
1051 N. 3rd St. 70802  
Baton Rouge, LA 70804-9291  
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patsy david@crt.state.la.us

## SOUTHERN REGION

**SLIDELL, I-10 WESTBOUND**

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**STATE CAPITOL**

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**PEARL RIVER**

Margaret Montemayor,  
Supervisor 61441 I-59 South

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**U.S. 61 ST. FRANCISVILLE**

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stfrancisville@crt.state.la.us

**KENTWOOD, I-55**

Michelle Forrest, Asst. Regional  
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Kentwood, LA 70444  
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985/229-9544  
E-mail: kentwood@crt.state.la.us

**ATCHAFALAYA WELCOME CENTER**

Cynthia Wilkerson, Supervisor  
1934 Atchafalaya River Highway  
Breaux Bridge, LA 70517  
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atchafalayawc@crt.state.la.us

## OFFICE OF STATE PARKS OPERATING UNITS

**Audubon State Historic Site**

West Feliciana Parish, La. 965 near St. Francisville. Site of Oakley Plantation House, where artist-naturalist John James Audubon created many of his famous bird paintings. Restored as a museum containing Audubon memorabilia. Site of the National Register of Historic Places.

**Bayou Segnette State Park**

7777 Westbank Expressway, Westwego. 580-acre park includes large boat launch, vacation cabins, camping area, group camp, picnic area and wave pool.

**Centenary State Historic Site**

3522 College Street, Jackson, East

Feliciana Parish. Site includes the West Wing Dormitory and Professor's Residence of the state's original Centenary College, as well as the history of education in Louisiana.

**Chemin-A-Haut State Park**

14656 State Park Road, 10 miles north of Bastrop, Morehouse Parish. 503-acre park located at intersection of Bayous Chemin-A-Haut and Bartholomew. Lake, freshwater fishing, cabins, camping area, swimming pool, playground.

**Chicot State Park, 3469 Chicot Park Road**

7 miles north of Ville Platte, Evangeline Parish. 6,162-acre park features large rolling hills surrounding

a 2,000-acre artificial lake, stocked with fishes such as bream, bass and crappie. Two camping areas, fully equipped cabins and one group camp. Day-use facilities include picnic sites, hiking trail, conference center and swimming pool.

**Cypremort Point State Park**

306 Beach Lane, Cypremort Point, Iberia and St. Mary Parishes. Access to Gulf of Mexico. Man-made beach, located in the heart of a natural marsh, offers fresh and salt-water fishing and most seashore recreation opportunities. Picnic sites available.

**Fairview-Riverside State Park**

Madisonville, St. Tammany Parish. Consists of 99 acres of picturesque, moss-draped oaks and woodlands near the banks of the Tchefuncte

River. Facilities include 81 improved campsites on shaded pads, day-use area with picnic shelters, rest rooms and playground. Site includes Otis House, an 1880s structure listed on the National Register of Historic Places.

**Fontainebleau State Park**

St. Tammany Parish. Embraces over 2,809 acres on the north shore of Lake Pontchartrain. Popular assets include ruins of a plantation brickyard and sugar mill and an alley of live oaks lining the entrance road. Offers nature trail, swimming, fishing, camping and picnicking.

**Fort Jesup State Historic Site**

32 Geoghagan Road, six miles east of Many, Sabine Parish. Site features an original kitchen/mess building and a



museum. The site was selected by Zachary Taylor in 1822 and the fort existed for 26 years as one of the strongest garrisons in Louisiana. National Historic Landmark.

## Fort Pike State Historic Site

New Orleans. Fort was constructed shortly after the War of 1812 to defend navigational channels leading into New Orleans. Museum exhibits numerous artifacts. National Register of Historic Places.

## Fort St. Jean Baptiste State Historic Site

130 Moreau Street, Natchitoches. Reconstructed facility is an exact replica of the fort as it existed in 1732. Includes a long barracks building, small warehouse, chapel, mess hall and several Indian huts. Park personnel wear period dress as part of the interpretive program.

## Grand Isle East State Park

Grand Isle, Jefferson Parish. Access to Gulf of Mexico. Beach and fishing jet-ties afford seashore recreation opportunities. 400-foot fishing pier built out over the water offers day/night fishing. Picnicking, camping also available.

## Jimmie Davis State Park

State Road 1209, Chatham, Jackson Parish. Situated amid rolling woodlands on a 5,000-acre reservoir; offers overnight cabin accommodations as well as fishing, camping, picnicking, boat launches, a fishing pier and swimming beach.

## Lake Bistineau State Park

Webster Parish, near Doyline. Beautiful 750-acre park set in the heart of a pine forest. Cabins, two group camps, 67 campsites, 150 picnic sites and two swimming pools.

## Lake Bruin State Park

St. Joseph, Tensas Parish. Park takes its name from the adjacent natural oxbow lake and features a magnificent cypress growth along the shore. Water skiing, boating, swimming, picnic sites and campsites.

## Lake Claiborne State Park

Claiborne Parish. Some 620 acres of

woodland touching the shores around a 6,400-acre lake. Rental boats and several boat landings available. Designated swimming area, picnic sites, vacation cabins and campsites.

## Lake D'Arbonne State Park

Farmerville. 655-acre site; fishing and water sports on a 15,000-acre man-made lake. Facilities include 17 cabins, 2 lodges, 65 campsites, two fishing piers, boat launch, day-use area.

## Lake Fausse Pointe State Park

West Atchafalaya Protection Levee Road about 18 miles east of St. Martinville, at the edge of the Atchafalaya Basin. Camping, vacation cabins, hiking, boating, picnicking and fishing.

## Locust Grove State Historic Site

West Feliciana Parish off U.S. 61. Burial site for Sarah Knox Taylor, wife of Jefferson Davis, and General Eleazar W. Ripley.

## Longfellow-Evangeline State Historic Site

St. Martinville. Developments center around an Acadian house of mid-19th century and its kitchen-garden. Also of note is the Acadian craft shop. 157-acre park and its structures interpret the history of the early French settlers of Louisiana. National Historic Landmark.

## Los Adaes State Historic Site

Natchitoches Parish. Originally built in 1721, the fort protected Spanish territory from the French. An important archaeological site, Los Adaes is a National Historic Landmark.

## Louisiana State Arboretum Preservation Area

4213 Chicot Park Road, north of Ville Platte, Evangeline Parish. 301-acre facility features several miles of nature trails with more than 100 species of labeled plant life native to Louisiana.

## Mansfield State Historic Site

15149 Highway 175, Mansfield. Site of the most important battle of the Civil War fought west of the Mississippi. Museum noted for its variety of military artifacts. The interpretive

program explains how the badly outnumbered rebels defeated the Union army, ending the Red River Campaign. National Register of Historic Places.

## Marksville State Historic Site

837 Martin Luther King Drive, Marksville. The park area is of great archaeological significance due to the discovery of buried evidence of an Indian culture which flourished some 2,000 years ago. Prehistoric Indian mounds located on a bluff overlooking Old River. Interpretive program and museum. National Historic Landmark.

## North Toledo Bend State Park

Zwolle, Sabine Parish. Situated in the rolling pine forests bordering Toledo Bend Reservoir, one of the country's prime fishing lakes, the park features camping, fishing, hiking, picnicking, vacation cabins, group camp, swimming pool.

## Plaquemine Lock State Historic Site

57735 Main Street, Plaquemine, Iberville Parish. Built in 1909, the lock allowed passage between Mississippi River and Bayou Plaquemine.

## Port Hudson State Historic Site

U.S. Highway 61, 14 miles north of Baton Rouge. 643-acre site includes original Civil War earthworks, site of the 1863 siege of Port Hudson, a struggle for control of the Mississippi River. Museum, outdoor displays, viewing towers, picnic area, and over six miles of walking trails. National Historic Landmark.

## Poverty Point State Historic Site

Epps. Site of the earliest culture yet discovered in the Mississippi Valley. Dated between 1700 and 700 B.C., this 400-acre site is said to be among the most significant archaeological finds in the country. Interpretive museum and guided tours. National Historic Landmark.

## Poverty Point Reservoir State Park

Delhi. Marina and beach area, along with a fully-stocked man-made lake. Four lodges for overnight visitors. A mound system, approximately 2,000

years old, also offers archaeological interpretation opportunities.

## Rebel State Historic Site

Natchitoches Parish. Features the Louisiana Country Music Museum, which explores the development of country music in Louisiana. Also on site are an amphitheatre where performances are held periodically, and a picnic area.

## Rosedown Plantation State Historic Site

St. Francisville. Site includes 14 historic buildings along with the main house, including many original furnishings.

## St. Bernard State Park

St. Bernard Parish. 358-acre park is a convenient stop-off point for Chalmette National Historic Park and the city of New Orleans. Camping and picnic facilities available.

## Sam Houston Jones State Park

Calcasieu Parish. 1,087-acre tract featuring camping areas, vacation cabins, boating, fishing, picnic areas and nature trails. Nature interpretive programs during summer.

## South Toledo Bend State Park

located on the southern tip of the Toledo Bend Reservoir along La 191. Overnight cabin and campsite accommodations. Other amenities include boat launch, visitor/interpretive center, meeting room and swimming beach. Nature trail allows visitors to stroll through woods of western Louisiana.

## Tickfaw State Park

27225 Patterson Road, Livingston Parish. Nature-based recreational site on the Tickfaw River, offering nature center with boardwalks, trails and pavilions, cabins, camping, picnicking, canoe launch, and environmental programs.

## Winter Quarters State Historic Site

Newellton. Antebellum plantation home on the shore of Lake St. Joseph; guided tours and special events. One of the few properties to survive the Civil War intact, now on the National Register of Historic Places.

## LOUISIANA STATE MUSEUM PROPERTIES

### The Arsenal,

701 Chartres Street, New Orleans

Designed by noted American architect James Dakin, this landmark dates from 1839. Exhibitions: "Freshly Brewed: The Coffee Trade and the Port of New Orleans"; "Louisiana and the Mighty Mississippi River"

### The Cabildo,

701 Chartres Street,  
on Jackson Square, New Orleans

The site of the Louisiana Purchase Transfer, the Cabildo was constructed from 1795-99. Beginning with European settlers' encounters with Native Americans and progressing through the Civil War, exhibits trace Louisiana's past from a people-oriented perspective.

### The 1850 House,

523 St. Ann Street,  
on Jackson Square, New Orleans

It was in 1850 that the Baroness Pontalba first opened the doors of the two magnificent rowhouse structures on what is now Jackson Square. The Museum has re-created what one of the townhomes would have looked like during the antebellum era, occupied by a prosperous Creole family.

### Madame John's Legacy,

632 Dumaine St., New Orleans

A rare example of French Creole colonial home design, Madame John's Legacy is one of the few remaining West Indies-style buildings in the Mississippi Valley. Exhibitions: "Goin' Cross My Mind: Contemporary Self-Taught Artists of Louisiana"; "Madame John's Legacy: History and Legends of a National Historic Landmark"

### The Old U.S. Mint,

400 Esplanade Ave., New Orleans

The only building in America to have served both as a U.S. and Confederate Mint, this landmark was constructed in 1835 during the presidency of Andrew Jackson. Exhibitions: "New Orleans Jazz"; "Newcomb Pottery and Crafts"; "The United States Mint, New Orleans: Its History and Operations"; Louisiana's Junior Duck Stamp Art Competition"; "O. Winston Link" (runs through April 2005). Louisiana Historical Center: This archive contains French and Spanish colonial records, maps from 1525 to the present and other manuscript materials.

### The Louisiana State Museum - Patterson, 394 Airport Circle

At the Wedell-Williams Museum, Louisiana's flight heritage is chronicled through aircraft, artifacts and memorabilia. The state's role in space exploration is also profiled. Exhibitions: "The Golden Age of Aviation"; "Louisiana Enters the Space Age"; "When Money Grew on Trees: The Spanish Moss Industry in Louisiana."

### E.D. White Historic Site,

2295 La. Hwy. 1, Thibodaux

The E.D. White Historic Site, home of Edward Douglass White, is now officially open to the public. The new museum houses a permanent exhibit about life along Bayou Lafourche, the continuing story of the sugar industry, and the story of the role the White family played in Louisiana history.

## OFFICE OF CULTURAL DEVELOPMENT 2004 RECOGNIZED ARTISTS

### LOUISIANA ARTIST FELLOWSHIPS

Each year the Louisiana Division of the Arts recognizes artists for their outstanding contributions as professional artists in their respective artistic disciplines. In May 2004, the following 21 artists were recognized for their quality and professionalism:

**Nanette Ledet**, Dance –

Choreography, New Orleans

**Ervin "Vin" Bruce**, Folk –

Vocals and Guitar, Cut Off

**David Greely**, Folk – Fiddle, Vocals,

Composition, Breaux Bridge

**Kenny Hill Stenson**, Folk – Guitar,

Vocals, Piano, Downsville

**Darryl J. Montana**, Folk – Mardi

Gras Indian Costuming, New

Orleans

**Neil Connelly**, Literature – Fiction,

Lake Charles

**Carolyn Hembree**, Literature –

Poetry, New Orleans

**Aaron Walker**, Film/Video, New

Orleans

**Alan Goldspiel**, Music – Classical

Guitar Performance, Ruston

**Roland Guerin**, Music – Jazz Bass

Performance, Baton Rouge

**Jennifer Hayghe**, Music – Piano

Performance, Baton Rouge

**Richard Webb**, Music – Organ

Performance, Baton Rouge

**René Singleton**, Music – Early Music

Soprano Vocal Performance, Baton

Rouge

**Michael Elliott-Smith**, Photography,

Alexandria

**William Grenier**, Photography,

Metairie

**Melody Guichet**, Painting, Baton

Rouge

**Phyllis Lear**, Mixed Media, Raceland

**John Malveto**, Painting, Baton

Rouge

**Andi Moran**, Clay, Choudrant

Edwin Pinkston, Painting, Ruston

**Michaelene Walsh**, Clay, Baton

Rouge

### FOLKLFIFE APPRENTICESHIPS

Folklife Apprenticeships enable master Louisiana artisans to pass down

their craft to others in their community. The following Folklife Apprenticeships were awarded in May 2004:

**Thomas Colvin**, Master Boat Builder, and Curtis Hebert, Apprentice

**Laymon Godwin**, Master Pedal Steel Guitar, and Arionne Sterling, Apprentice

**Hamilton Dantin**, Master Wildfowl Carver, and Dillon Baronne, Apprentice

**Ray Abshire**, Master Accordion Playing, and Andre Michot, Apprentice

**Master Brack**, Master Fiddle Playing, and Ronald Yule, Apprentice

**Ken Smith**, Master Cajun Fiddle

Playing, and Wilson Savoy,

Apprentice

### LOUISIANA TOURING DIRECTORY

The Louisiana Touring Directory recognizes artists who tour—in-state, nationally, and internationally—through catalog promotions and representation at the Performing Arts Exchange in Pittsburgh, Penn. The following artists have been selected for promotion in the Louisiana Touring Directory:

**Cangelosi Dance Project**, contemporary dance ensemble, Baton Rouge

**Kumbuka African Drum and Dance Collective**, African-American dance & drum ensemble, New Orleans

**The Lighthouse Singers**, contemporary gospel ensemble, Baton Rouge  
Dave Petitjean, cajun humorist, Crowley

**Bamboula 2000**, world music/reggae music and dance ensemble, New Orleans

**Betsy Braud**, the Jazz Nurse, jazz flute, Baton Rouge

**Judy Caplan Ginsburgh**, soprano, children's music and traditional and contemporary Jewish music, Alexandria

**Pastiche**, chamber quartet, Lake Charles



*Live. Work. Play.*

